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PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXII

NEW YORK, JANUARY 2, 1913

No. 1

Recently we were talking things over with a manufacturer in a line already overcrowded with advertisers—in a line, however, where there are very many sheep and extremely few leaders. We advised that if he could largely and economically increase his production and if he was prepared to go in and stay in, we saw the way to enlarge his sales.

This man is “thinking it over.” The solution of the problem is not a question of advertising, it is a question of production. We speak thus confidently of assured growth because of experience. The biggest businesses in this country have been built up by men who were willing to profit by the experience of others in whom they had confidence. Could you so profit?

N. W. AYER & SON

Philadelphia

New York

Boston

Chicago

Cleveland



THE FEDERALIST



"Put it up to men who know your market"

SOMETHING new! Something different. Something that will make 'em sit up and make sundry observations. This is the hue of a great National Advertiser who has grown tired of having his advertising classed as merely "among those present." While in this state of mind he sent for us. His advertising will face the world in a new dress shortly—with a brand new appeal and a fresh "punch."

THE magazines are full of advertising which merely figures as "among those present."

HOW about your own advertising? Is it upon its toes shouting for attention—or is it down at the heels in apathy? If you feel that it is time to change your act, why not "put it up to men who know your market."

THERE may be more expensive things than dull advertising, but we can't recollect them at this writing.

ADVERTISING is yet in its infancy. Only the surface has been scratched over for ideas. The man who thinks his advertising can't be improved, hasn't dug beneath the surface. It is the Federal idea to dig, *Dig, DIG.*

THE man with a new proposition to market should avoid the commonplace like poison. His advertising ideas and methods should be as new as his goods. The world has no interest in yesterday's. Federal has been notably successful in marketing new propositions,

because we use new ammunition and shoot straight for the bull's eye.

WE can give interested parties a long list of new advertisers who profited because they "put it up to men who knew their market."

SPEAKING of new propositions—we reproduce an advertisement which was published in colors in the dry goods trade papers. It is the opening gun in a campaign for a new fabric produced by one of our clients. It is safe to say that it was two or three times as effective as an ordinary advertisement would have been. Why? Because it was *alone* in the crowd.



Decidedly the sensational silk seller for Spring 1913

"The New Silks First"

M. C. Migel & Co.
47 Ave. and 20th St.
NEW YORK, N. Y.



"Put it up to men who know your market"

Federal Advertising Agency
241 West 39th Street, New York

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXII

NEW YORK, JANUARY 2, 1913

No. 1

MAKING IT UNPROFITABLE FOR DEALER TO SUB- STITUTE

HOW THE WELCH GRAPE JUICE COMPANY USES SPECIAL ADVERTISING TO BRING UNIFORMITY OF DEMAND—THE PART EXPLOITATION OF SPECIAL USES PLAYS IN MAKING THE RETAILER HAND OUT WHAT IS ASKED FOR

By E. T. Welch,
Sec. and Treas. Welch Grape Juice Company.

The Welch label does not bear the legend "Beware of imitations"—"the original bears this signature," etc. We realize, with other manufacturers, the injury worked by dishonest dealers, but we are not willing to place the majority of dealers in this class.

If Welch's Grape Juice had been marketed under a coined name, more of the results of our efforts might have been conserved. But it has been offered for what it is—the pure juice of choicest Concords—and from the general popularity of grape juice, which is bound to be greater with each year, Welch's Grape Juice will receive the share it deserves. We know that the two or three efforts which have been made within the past few years to advertise other brands of grape juice have stimulated to a marked degree the sale of Welch's.

We repeat, "the share it deserves," for illegitimate competition and unfair methods will not win out in the long run. At the same time, we cannot hope for a growing business on the strength of past reputation—we must compete on the basis of present merit.

Surely we make a serious mistake if we underestimate the power and privileges of the retailer. If we did not appreciate

the strategic position which he occupies, we would market our product in some other way than exclusively through the trade, as we do now. To merit his active co-operation in the distribution of Welch's we must show him that it is to his advantage to give such co-operation. This we have sought to do, and we believe we have been unusually successful in demonstrating to a large number of retailers that Welch's is a desirable article to push. It is an easy matter to find retailers who have handled Welch's and given it preference for as many years as they have been in business. It is perhaps still easier to find dealers who have handled Welch's and are handling it, but who have had an experience with some other brand, only to come back to Welch's "for keeps." Then we must admit that it is not hard to find dealers who are pushing other brands, as they have in the past, but the significant thing about this class is that almost without exception they do not stick long to any one brand. The next grape juice salesman that comes along with something new, a free deal, or a special proposition, gets the business.

The substitution trouble comes from this third class of dealers. The class includes some of the larger stores, which are large not because of, but in spite of, the methods pursued. The same genius and effort along legitimate lines would attain a still greater success. They attract trade by advertising standard package goods at cut prices, and frequently sell these goods only when they have to.

The managing editor of a prominent publication writes us under date of December 2, 1912:

I have frequently been asked to consider if there is any article which is more consistently "substituted" than

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Welch's Grape Juice. I always ask for Welch's myself at soda fountains, and my experience has made me see the necessity of watching the clerk very closely to see that I get Welch's. Invariably bottles of Welch's are kept on the table, but quite frequently the clerk, after I have asked him for Welch's, digs into the iced receptacle and brings out a bottle with his hand carefully over the label. More than once I have asked clerks to let me see the bottle and have found that it was some other brand.

It is not an unusual thing for us to get a letter of this kind.

WHAT IS SUBSTITUTION?

Our definition of substitution in a retail sale is where the customer is deceived. If a customer goes into Blank's store and asks for a bottle of Welch's Grape Juice and is told that they do not have Welch's, but have the _____ brand, and the customer accepts the bottle offered—that is not substitution—if the arguments used to make the sale are facts. This method of making a sale will surely not favorably advertise that store, and when the customer wants Welch's or some other article next time, he will go to another store—but the method is not substitution, as the word is generally used to-day.

But if a customer goes into a store and asks for a glass of Welch's Grape Juice and is handed without comment a glass of grape juice not Welch's but poured from a Welch bottle or poured from a bottle from which the label has been removed, or is held so that the label cannot be seen—that is substitution, and both the eighth and ninth commandments are involved.

The September issue of *Practical Druggist* has a "hot shot" article under the title "Thou Shalt Not Steal." We here quote one paragraph:

When a man comes into your store and sits down at the fountain and calls for a drink of Welch's Grape Juice, Horlick's Malted Milk or Hires' Root Beer, by surreptitiously serving an imitation of one of these standard brands you may make an extra cent or two profit on the drink, but you are in the same class as you would put the clerk who steals money from your till.

We dislike to believe that it is always the proprietors of the stores most frequently practising

substitution who are directly responsible for the methods employed. Yet directly or indirectly, it is the proprietor or the good name of the store that reaps the sowing.

A prolific source of dishonest retail salesmanship is the system employed in many stores whereby the clerks are paid a "premium" on sales which they make of store brands or brands that they are specifically instructed to push. A premium? It is more truthful to say a considerable part of the clerk's salary. The temptation to the poor clerk is often too great and he soon finds that the only way he can sell the goods he is expected to sell is by misrepresentation.

TRICKS OF THE SUBSTITUTERS.

I have gone into a store displaying Welch's and a private brand of grape juice and asked for a bottle of Welch's Grape Juice. A glimpse of the bottle as it was being wrapped up showed that it was not Welch's, and on being questioned, the clerk said, "It is the same thing; it is Welch's under a special label." Yet that clerk knew that it was not Welch's and that Welch's is never packed under a special label.

The "just as good" store is not in favor, and many stores are advertising "We give you what you ask for," because they find it pays—pays in immediate sales and profits. There will always be dealers who take advantage of their customers when they think they see a larger profit and when they think the deception may not be discovered, but we believe the general question will solve itself without resorting to legal protection that clearly may be invoked by the injured manufacturer. The buying public discriminates now as it did not do a very few years ago.

We have endeavored to link, in the mind of the consumer, the name Welch with certain novel as well as conventional uses. We have promoted our grape juice not only as a soda fountain drink, but as a drink for invalids, as a man's drink, summer or

winter, as a dressing for certain kinds of fruit. We have used much space in publications for nurses and physicians, and in the so-called men's periodicals, to drive an appreciation of these uses home in the right quarters. All of this supplementary advertising has not only resulted in giving Welch's a greater uniformity of demand through the seasons, but also has focused demand of a *peculiarly pointed kind* upon dealers. Moreover, it is demand from a class of people with whom a dealer hesitates to trifle.

Get into the consumer's mind that some special use of advantage to him resides peculiarly in *your* product, and he yields very slowly to the attacks of substitutes.

For this reason we have played up Welch's as a healthful drink. We have called attention to the use of Welch's on grape fruit, in grape punch and in the Welch "grape ball." We know that the advertising of Welch's for use on grape fruit has made a hit, and also its use with olive oil.

The general steadiness of demand thus fostered has had a noticeable effect upon dealers.

The grocers are very glad to display the street car cards illustrating the use of Welch's with grape fruit and in grape punch, etc., and the druggists are interested in showing the cards illustrating the use of Welch's with olive oil, the Welch grape ball, grape punch, etc.

There is naturally some difference in the text of the advertising that we run in January and February and that which we run in June and July. A considerable part of our advertising is done in the eight months from January to August, inclusive.

Formerly, our largest shipping months were March and April, but now anyone of the five months, March, April, May, June or July, may be the largest month of the year, sales running quite evenly for these months.

There are decided limits beyond which a dealer won't go in his efforts to substitute. First, he has no desire to argue good

customers into a suspicious frame of mind; second, he won't spend ten cents' worth of time in urging a substitute which will give him only a cent or two more profit.

We have followed the policy, which is meeting with increasing success, of making it *cost the dealer too much* to substitute Welch's, in the ways described above.

IS "POSITION" WORTH THE PRICE?

THE DESBARATS ADVERTISING AGENCY, LIMITED.

MONTREAL, Dec. 23, 1912.

Editor of PRINTERS' INK:

A page from a local paper is enclosed. It is probably too large to reproduce, but the situation may be described succinctly. A large advertisement of an electric cooking range occupies one-half the page, being 225 lines deep by five columns wide. It is the only advertisement on the page, the balance of the space being devoted to a sensational murder case. This might be considered very live reading matter. The position of the advertisement, therefore, is particularly favorable. The copy is well written and attractively displayed.

I noticed a member of the family perusing the page intently. When she had finished reading the paper I asked what she thought of the electric cookers. She had not seen the advertisement although she had seen and read other advertisements that were neither as prominent nor as well placed. This started an interesting investigation. Six persons were questioned. They all had read the murder news, and were acquainted with the details set forth in the paper. Not one of them had seen the advertisement, or at least not one remembered having seen it, nor had any received an impression unconsciously.

In view of these facts, what is the value of position, and have we been placing too great a value on "next live reading matter" or "alongside and following"? Is it possible that reading may be too "live" and be of such absorbing interest that it detracts from the value of adjoining or adjacent advertisements? G. F. HOBART.

SPEEDOMETER COMPANIES MERGE

A company to be known as the Stewart-Warner Speedometer Corporation has been formed, it is said, under the laws of Virginia, to take over the Warner Instrument Company of Beloit, Wis., and the Stewart & Clark Mfg. Co., of Chicago. The new concern is capitalized at \$5,000,000. J. T. Stewart is slated for president of the new company, while the Warner brothers, who controlled one of the partners to the merger, are reported to have retired for a cash consideration of \$2,000,000.

A. N. A. M. TO STUDY PRICE-MAINTENANCE SYSTEMS

TO WORK OUT PLANS TO FIT INDIVIDUAL NEEDS—SUPPORT OF PUBLISHERS TO BE SOUGHT—ATTEMPT TO PROVE PRICE-CUTTING UNFAIR AND IN RESTRAINT OF TRADE

Through its committee on Resale Price Regulation, the Association of National Advertising Managers is taking up the subject of price-maintenance with a view of ascertaining, first, the actual importance of price restrictions to national advertisers, and second, ways and means of securing a uniform, legal system of price-maintenance. In its report at the semi-annual meeting of the association, the committee defined the scope and plan of its work as follows:

(1) To find out exactly to what extent the membership is concerned in price regulation.

(2) To work out systems that are both legal and practicable to fit effectively the varying conditions of members' needs for resale price regulation including patented and unpatented products.

(3) To work for legislation favorable to the interests of members when they have been ascertained and to work for the defeat of adverse legislation.

(4) To get the support of publications, whose columns we use in building up a demand for our products, in exposing price-cutting schemes, their results from the consumer's standpoint, their effect on business conditions and on the public mind, and to show people the wisdom of purchasing wares of standard quality and stable price through editorial treatment of the question "How to Buy."

(5) To collect information that would adequately demonstrate to law makers in the various states and in the nation, the imperative need of some system of price regulation when a manufacturer by the expenditure of energy and capital has built up a demand for a reliable product. We desire to show this need:—

(a) As a matter of public policy from the standpoint of the consumer.

(b) As a matter of the retailer's welfare.

(c) As a matter of business expediency from the manufacturer's standpoint.

In order to secure the information required by the first paragraph, a referendum of members is being taken. Each member is asked to state his individual problems of price-cutting, and the committee will endeavor to suggest solutions to fit individual needs.

The committee has also made arrangements to bring trial at practically no cost, in New York or Chicago, for any member who is suffering from malicious price cutting, for the purpose of trying to establish a precedent against price cutting purely on the ground that it is unfair trading and in restraint of trade.

OFFICES OF THE QUOIN CLUB

At the annual meeting of the Quoin Club, of New York, held December 20, these officers were elected: President, Richard H. Waldo, advertising manager, *Good Housekeeping Magazine*; vice-president, Allan C. Hoffman, advertising manager, *Leslie's Weekly*; secretary, H. R. Reed, advertising manager, *Christian Herald*; treasurer, W. J. Neal, advertising manager, *Doubleday, Page & Co.*; executive committee, F. C. Hoyt, advertising manager, *The Outlook*; A. C. G. Hammesfahr, advertising manager, *Collier's Weekly*; C. D. Spalding, advertising manager, *McCall's Magazine*; E. F. Clymer, advertising manager, *McClure's*, and S. Keith Evans, advertising manager, *American Magazine*.

SUTRO PRESIDENT OF "GERMAN JOURNAL"

Theodore Sutro became president and editor of the *German Journal*, of New York, January 1.

Mr. Sutro was tax commissioner of New York from 1895 to 1898. He has been president for many years of the German-American Alliance and the United German Societies, of which he was erected honorary president last Friday. He is also a vice-president of the German-American National Alliance.

G. L. Chandler and C. E. Moorhouse have severed their connection with the Cleveland office of the J. Walter Thompson Company and have opened a branch office for the M. P. Gould Company at 706 Columbia Building, Cleveland, O.

The Necessary Steps for Marketing a New Product (and many old ones)

First: Investigation of marketing possibilities.

Second: Investigation of trade attitude.

Third: Lining up obstacles and plans for their elimination.

Fourth: The name.

a—Description of the article.

c—Easily remembered.

b—Easily pronounced.

d—Capable of being protected.

Fifth: The package.

a—Its design, shape and general appearance with due regard to its display effect in stores and its appeal to purchasers.

b—Its practicability and cost.

c—Its advertising value.

Sixth: The advertising plan.

a—As it affects the traveling men.

d—As it affects the store salesmen.

b—As it affects the jobber.

e—As it affects the consumer.

c—As it affects the dealer.

f—As it affects competing goods.

Seventh: The general sales plan.

a—Fitting it to conditions.

b—Tying it up with the advertising.

Eighth: The media.

a—Their selection.

b—Their cost.

c—The spaces to use.

Ninth: The appropriation.

a—Its size.

b—Its apportionment

Tenth: The copy.

a—The argument: The salesmanship in type.

b—The illustrations, designs and typography: compelling attention.

Eleventh: The proving up.

Seeing that the many parts dovetail and work together harmoniously and therefore effectively.

This is a rough and incomplete summary. It merely invites your attention to the fact that such work is not—cannot be—one man's job.

It requires an organization—a combination of many talents, with considerable experience and ability.

In selecting an agency we suggest that it is wiser to consider these points than to judge by a display of copy and lists that are, of necessity, inadequate and hastily prepared.

Calkins & Holden

250 Fifth Avenue

New York

The Value of a Fashion Quarterly As An Advertising Medium

The Butterick Fashion Quarterlies were first published in 1908 without any advertising in them.

We did not ask advertisers to experiment with them.

We did not solicit advertising until they had found their place with the consumer and the trade.

The following statement shows the history of their constantly growing all-paid-for circulation.

NET CIRCULATION

1909	-	-	370,604
1910	-	-	399,242
1911	-	-	423,049
1912	-	-	480,000

FOR 1913 AN AVERAGE NET CIRCULATION OF 500,000 IS GUARANTEED (See Page Opposite).

Advertisers recognize in The Butterick Fashion Quarterlies these three points:

- 1st. An all-paid-for guaranteed circulation.
- 2nd. A constantly growing circulation.
- 3rd. A paid for circulation delivered over the counters in the stores which actually are selling or could sell their merchandise.

Their past five years' history enables us to highly endorse and recommend their future use to you.

THE BUTTERICK FASHION QUARTERLIES

Robert Nottingham
Advertising Manager
New York

James A. Townsend, Western Mgr.,
First Nat'l Bank Bldg.,
Chicago.

E. G. Pratt, New England Mgr.,
149 Tremont Street,
Boston.

THE BUTTERICK PUBLISHING COMPANY

BUTTERICK BUILDING, NEW YORK

—Subject—
Guaranteed net
circulation
500,000 copies

TO ALL ADVERTISING AGENTS:

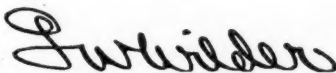
It has to-day been decided to guarantee an average net circulation of 500,000 copies for The Butterick Trio Fashion Quarterlies for the calendar year of 1913. The net circulation includes exchanges, advertisers' copies, etc., not to exceed 5% of the total. This becomes effective with the Spring issue of 1913. The rate will remain \$1.50 per line, \$1,200.00 a page. The smallest copy which we accept is quarter page, 200 line space.

An examination is to be made by Price, Waterhouse & Company, chartered accountants, on April 1st, 1914, or as soon thereafter as is possible and if the average net circulation for the entire calendar year of 1913 is in excess of 500,000 copies we will furnish the agency and the advertiser Price, Waterhouse & Company's signed statement that: "the average net circulation of The Butterick Trio Fashion Quarterlies is in excess of 500,000 copies." If it should fall below 500,000 copies we will furnish the agency and the advertiser Price, Waterhouse & Company's statement of the exact amount of the average net circulation and rebate him pro rata.

This guaranteed net circulation of 500,000 copies will be given to advertisers whose contracts run beyond the Winter 1913 issue, but no contracts will be accepted for longer than four issues or a full year.

It has also been decided to make our terms to the agencies 13% commission and 3% discount for cash. The same to take effect with the Spring issue of 1913. (All agencies must take advantage of the discount in order to secure the commission).

THE BUTTERICK COMPANY



President.

November 20th, 1912.

What the Advertiser Pays For

EDITORIAL NOTE:—Mr. Advertiser, do you know what is the *INTRINSIC VALUE* of the space you are buying? Do you care?

A great clothing manufacturer confides to PRINTERS' INK: "The trouble with this whole advertising proposition is the basis on which rates are figured. I may be paying a fancy price or I may be getting a bargain, and the mischief of it is I can't tell the difference."

"Show me some way I can figure advertising space just as I do clothing. When I see a suit of clothes I can tell you pretty closely what the cloth costs, what the workmanship costs, what the linings cost, what the trimmings cost, and I know what is a fair profit to the manufacturer. But when you show me an advertising medium and tell me it costs one dollar a line, hanged if I know whether I am being stuck or not."

"Circulation? Merely a straw."

"Results? Can't trace 'em in my business."

"Consult an advertising agent? Most of them know less about it than I do."

"Get advertising on a businesslike basis and I'll double my appropriation to-morrow. I am willing to pay a fair profit for a good article but I don't propose to support a grab-bag game."

By Charles C. Rosewater,

Gen. Mgr., Omaha Daily Bee and
Twentieth Century Farmer.

Any discussion of the questions of the price of advertising or the cost of producing advertising must start from a logical foundation. Otherwise, it is certain that the conclusion will be in error.

Going back to the beginning of things in the publishing business, it is quite certain that the first publishers of periodicals and newspapers regarded themselves as manufacturers and that their product was the publication itself. This they either sold by the year or per copy at a price which yielded a profit. They then discovered that they could sell advertising without extra cost, or with comparatively small increased expense. For a period, at least, advertising was a by-product, and anything received from this source was so much additional in the pocket of the publisher.

To-day that condition is entirely reversed. If one looks at the business of the publisher as a manufacturing institution, one must admit that he is manufacturing, not periodicals or news-

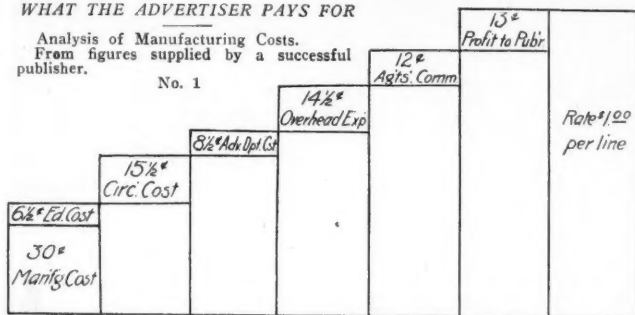
papers, but manufacturing advertising space. In the first place, he does not get the manufacturing cost from the sale of his magazine or paper. Furthermore, he is always willing to secure additional circulation at a cost which yields no profit. The only theory on which he can base the expectation of a profit in his business is from the sale of his main product, advertising. Any revenue that he receives from the circulation of his publication must be regarded as an income from a by-product.

We therefore start with the premise that the publisher to-day is a manufacturer and that the product that he is manufacturing is advertising space. To give value to the advertising space in a publication, the publication must be read regularly by a number of people. To do this, the newspaper must be filled with features and illustrations and the magazine with articles which are instructive or interesting and the publications so made to be attractive to the eye. It is even necessary that the publication, in order to be commercially successful in giving value to advertising space, should meet with the high-

WHAT THE ADVERTISER PAYS FOR

Analysis of Manufacturing Costs.
From figures supplied by a successful publisher.

No. 1



Manfg. Cost Includes: Paper, Ink, Mechanical Payrolls.

Circ. Cost Includes: Circ. Dept. Payrolls, Printing and Circulars, etc., Premiums, Setting Mail List, Mailing and Postage.

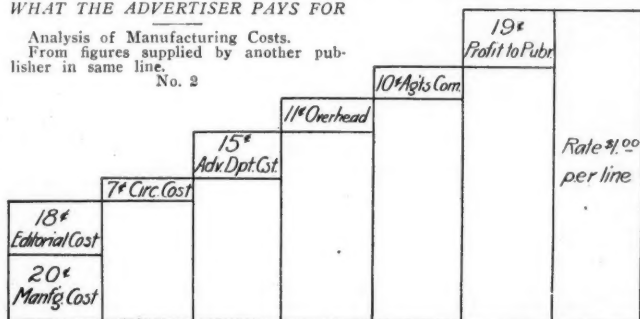
Note.—Circulation receipts are credited to the total receipts. All publication and circulation department expense charged under respective heads.

WHAT THE ADVERTISER PAYS FOR

Analysis of Manufacturing Costs.

From figures supplied by another publisher in same line.

No. 2



GRANTED THAT PUBLICATIONS NO. 1 AND NO. 2 HAVE THE SAME CIRCULATION AND ADVERTISING RATE, WHICH IS THE BETTER BUY FOR THE ADVERTISER? WHY?

est ideals, both of commercial morality and of the highest ethics. To be entirely successful as an advertising medium, a publication must have the complete confidence, respect and good will of its readers, because this peculiar thing, advertising, is a creature of the mind, and its value is affected by every mental influence and condition.

The gross expense of the publisher includes all of the expense of his institution. His net expense is his gross expense, less the revenue received from his by-product, circulation. To arrive at the cost of an agate line of advertising in any publication, one must divide the net expense by

the number of agate lines published during a given period. If a publication has a gross expense of one hundred thousand dollars a year and receives from its circulation twenty-five thousand dollars, its net expense is seventy-five thousand dollars. If its income from advertising is ninety thousand dollars, deducting the net expense leaves a profit of fifteen thousand dollars, or a profit of sixteen and two-thirds per cent. The cost of producing a line of advertising was, therefore, eighty-three and one-third per cent of the price at which it was sold to the advertiser.

Now let us examine into the elements of the cost of producing

an agate line of advertising. The cost elements to be considered are:

1. Cost of raw material.
2. Manufacturing cost.
3. Overhead charges.
4. Selling cost.

First—In most manufacturing establishments, the big item is raw material. In the publishing business this is a comparatively small item. White paper, ink and metal form a comparatively small percentage of the cost of production, while in many other lines of manufacture the raw material is a large percentage of cost.

Second—Manufacturing cost may be regarded as having two distinct branches. The first is the manufacturing cost as ordinarily considered in a manufacturing plant. In a newspaper this is the cost of conducting the mechanical departments actually engaged in the physical production of the publication. This item is likewise much smaller than corresponding items in most manufacturing plants. The second element of manufacturing cost is peculiar to the business of manufacturing advertising space. The fact that the product is unique has led to confusion in the minds of both the buyer and the publisher. In order to give value to advertising space, editorial departments, art departments, reporters, editorial writers and specialists are maintained. In order to give value to this peculiar product, advertising, circulation departments and the whole expensive organization for securing subscriptions and distributing the publication are carried on by the publisher. All of this is, when brought down to the last analysis, a part of the manufacturing cost of advertising. This is one of the very large items in the cost of production.

Third—The overhead charges in the publishing business include the cost of management, rent, insurance and all of those things, which are ordinarily grouped under this head. This likewise is a very considerable item in the business of manufacturing advertising space.

Fourth—Many a merchant overlooks the fact that he must base his cost, not on what the goods cost him when they come in his back door, but what they cost him when they go out his front door. Many a manufacturer overlooks the fact, in figuring cost, that the total is not complete when the goods are manufactured, but when they are actually sold.

Advertising space is unlike any other product. The manufacturing of it has requirements which are like nothing else that is marketed. Selling it, in certain respects, differs from any other selling proposition. Usually before it is sold to the actual consumer, copy must be created to meet the needs of each individual buyer of advertising. The solicitor on a small newspaper writes a great deal of copy. Larger publications maintain copy and service departments. Advertising agencies secure and prepare much of the copy for general advertising, and the publisher pays the advertising agency for this service. The element of the selling cost in the production of advertising for the use of the buyer is a considerable item. It is one of the elements of cost for which the buyer must pay. The price of advertising is regulated by the same economic laws as any other product. The price of advertising does not depend upon the cost of production by the individual publisher, but upon the cost of reproduction of a similar service by the average publisher. It is a fact that the publisher who sells advertising for less than cost has to go out of business, and only the publisher who sells at a profit survives. The price of advertising does not escape the law of demand and supply. Like other products for which there is not a world-wide market and where the standards of quality are established only along broad lines, the fluctuations of cost by demand and supply are slow. They are, however, none the less certain.

Here we have the theory. Now what is the practice?

The successful publisher is pro-

ducing advertising to-day from the best information that can be obtained, at a cost of from eighty to ninety per cent of the price to the buyer. The unsuccessful publisher is usually ignorant of what his real cost of production is, just as the unsuccessful manufacturer of merchandise is usually a failure, because he does not know and understand the real cost of the elements in his production. The manufacturer of advertising space never sells it for less than what it costs him to produce. It is true that the cost of producing advertising space in a daily newspaper, or even in a monthly magazine, varies greatly, comparing single issues or the issues of short periods, but for a period of a year the cost of production is reasonably constant. The publisher who figures that because he is producing a million lines of advertising space at a certain price and that the cost of producing an additional hundred thousand lines will be very small, and therefore he can sell it at a lower price than he does his first million lines, makes a vast mistake. Sooner or later, if he persists in doing business in this way, he will be compelled to bring down the price of his whole product. This works exactly the same as in the days of old, when they used to clip and punch coins. It was not long before there were nothing but clipped and punched coins in circulation and the whole monetary system was demoralized. The buyer of advertising space must make up his mind that the publisher will not produce it except at a profit. The buyer of advertising space is quite as much interested in being able to buy advertising to meet the needs of his business year in and year out as is the buyer of wire nails.

GERHART GOES TO ST. LOUIS

Paul C. Gerhart, manager of the Gerhart-Edwards Advertising Service, Dallas, Tex., and for three years advertising manager of the *Dallas Dispatch*, a Scripps-McRae daily newspaper, has been made advertising manager of the Wertheimer-Swartz Shoe Company, St. Louis, Mo.

EARNINGS OF POPULAR CIGARETTE BRANDS

The Tobacco Products Corporation now has three manufacturing companies, the Surbrug Company, the Melachrino Company and Stephano Brothers. The deal for the latter was only closed during the last few days. The business was secured entirely by a cash transaction.

During the last year the Stephano Bros. business showed a net of close to \$500,000. This company puts out the Rameses cigarette, which is the largest selling 20-cent cigarette in the world to-day. It will not be necessary to put out any more of the authorized preferred stock of Tobacco Products Corporation to complete the Stephano Bros. purchase, so that there will be no increase in dividend requirements.

Tobacco Products Corporation now has \$10,000,000 7 per cent cumulative preferred outstanding. This calls for dividend payments of \$700,000 a year. The three manufacturing companies that have been taken over will show a net for the next year, with the maintenance of present earnings, of at least \$1,500,000. Net of the Melachrino and Stephano companies will each be at least \$600,000, even with only a small percentage in gain as compared with 1911. The Surbrug Company will be able to account for at least \$300,000, which will bring the total up to at least \$1,500,000.

The Tobacco Products Corporation, with its latest acquisition, controls seven of the country's important brands of cigarettes and smoking tobaccos. These are the Rameses, Milo, Arabs, Duke of York, Melachrino, Arcadia and Golden Sceptre.

MARTIN WITH "POROSKNIT"

W. A. Martin, Jr., has resigned as secretary of the Association of National Advertising Managers, to take effect about February 1st, when he will go with the Chalmers Knitting Company, Amsterdam, N. Y., manufacturers of "Porosknit." He will go out in the field to do personal work among dealers. Mr. Martin was formerly an assistant to E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Company, Detroit, and a little more than two years ago became secretary of the A. N. A. M. under Mr. Lewis, who was its first president. He has since served under Presidents Harn and McChesney. Mr. Martin's successor has not yet been announced.

PELLETIER OUT OF MOTOR COMBINE

E. Leroy Pelletier, who was recently put in charge of the advertising of the United States Motor Company, resigned Friday of last week from all connection with the Flanders management, which controlled the U. S. Motor Company. Paul Smith, a vice-president of the combine, has also resigned.

It takes time to build—destruction can be accomplished over night. If all of us could see complete success before the first step in achieving it had been taken, there would be vastly a more even distribution of wealth than now exists.

In going to an advertiser with the American Sunday (Monthly) Magazine we do so with supreme confidence in the product. We are to sell him *attention value* and we have it. We prove it to him, not in generalities, but by cold, specific facts.

Having *attention value* of the first order, we endeavor to determine by the distribution of the advertiser's product, whether or not our *attention value* is located for him, where it ought to be.

A dredge working in the Culebra Cut would be of mighty little immediate use in removing a sand-bar from Boston harbor.

We do not say to him, "We have so many thousand circulation in New York or Ohio," but we do tell him in just what cities in those States, or any other States, our circulation is located and in what quantity.

If he sells a jobber in such or such a territory, we in turn try to learn over just what area and in what cities that jobber operates. By dove-tailing the consumer attention value we have in that territory with the distribution of the advertiser's goods in that territory we can arrive at a reasonable conclusion as to just what consumer demand he ought to create, through the attention value we have to offer him.

We don't go into vague discussions over class and all such rot. We ourselves can't tell whether a man with a red stripe in his shirt has less money than one who prefers solid colors. But we do know from comparative standards how the people who read our magazine live. We have learned through investigation, not by imagination.

The majority of Sunday Magazines are delivered to homes by newsboys, who carry a number of different papers and who know where and to whom they are sold.

Several weeks ago we started in to learn who our readers are, because an advertiser didn't believe we knew or cared to find out. One of the towns he suggested was Scranton, Pa. The following report was received:

American Sunday Magazine.....	7,500
Second Sunday Magazine.....	2,200
Third Sunday Magazine.....	1,800

Seventy per cent of this circulation goes into homes designated by town officials as being "in the best resident sections of the city and its suburbs."

We feel far safer and a trifle more honest in going to an advertiser with *facts*, substantiated *facts* like these, than with a *mere opinion* stated as a fact.

We are taking time to build the American Sunday (Monthly) Magazine. We are not blind to any of its weaknesses, nor are we ignorant of its overwhelming strength. Advertisers who looked ahead a year ago, believing us to be strong in attention value, are with us now with enlarged appropriations.

American Sunday (Monthly) Magazine

More than 2,000,000 circulation

New York Office
220 Fifth Avenue

Chicago Office
908 Hearst Bldg.

January 10th
is the closing date
for the big March
number of the
American Magazine
Send your copy now

The American Magazine

Advertising forms close on the 10th of the second preceding month

S. Keith Evans

Advertising Director

New York

Fixing of Resale Price Attacked by Government

Significance of Suit Against Kellogg Toasted Corn Flake Company

Special Washington Correspondence.

The national Government, or, at least, its legal annex, the Department of Justice, last week placed itself on record as opposed to the policy whereby the manufacturer fixes and enforces the resale price on his products. As a test case, action has been filed against the Kellogg Toasted Corn Flake Company, and it is intimated that in the event of the success of this suit similar action will be taken against other concerns if they do not voluntarily revise their methods of doing business.

To manufacturers and advertisers interested in the principle of price maintenance this suit against the Kellogg Company is unquestionably the most significant prosecution that has been undertaken by the Government. In its bearing upon the whole broad subject of modern merchandising it easily overshadows the questions involved in the Bathtub Trust decision and the Dick-Henry mimeograph case, whereas the circumstance that it is the Government which has taken the initiative in this present case supplies an element that is lacking in private cases involving the resale price principle such as the one now before the Court of Appeals, in which a cut-rate druggist is being prosecuted for selling the Gillette Safety Razor at less than the price stipulated by the manufacturer.

DUAL SIGNIFICANCE OF SUIT

In one sense the present Federal attack on the Kellogg Company's business policy may be said to have dual significance. On the one hand, the manufacturer's right to enforce a retail or resale price is questioned on the ground that such enforcement is an un-

lawful monopoly and restraint of trade.

On the other hand, the broad issue is raised that a manufacturer cannot employ his patents to enforce terms or conditions of sale. Thus, in its latest pronouncement, the Department of Justice not only holds that our anti-trust laws can be made to embrace spheres where no business man has ever imagined these laws had jurisdiction, but also assails the privileges presumably conferred by the United States Patent Laws and on which manufacturers have been prone to place special reliance since the Supreme Court decision in the mimeograph case.

In talks with the correspondent of PRINTERS' INK, the legal staff of the office of the assistant to the Attorney-General have made it clear that their main object of attack in the present suit is the system of fixing the resale price, and that the patent part of the proposition is regarded as a side issue. This attitude is certain to cause surprise, for the average business man naturally jumped to the conclusion that the Kellogg suit was instituted to nip in the bud an attempt on the part of manufacturers to make the Patent Laws give, indirectly, to unpatented products that same measure of protection which these laws have been conferring upon patented products.

The supposition has been, in other words, that the Kellogg Company as a pioneer blazing a new trail has been singled out for whatever opposition the innovation engendered. The Battle Creek concern is not the first to patent a carton or container. Hundreds of such patents have been taken out in years gone by. But the purpose, apparently, of

all these earlier patents was simply to protect receptacles against imitation by unscrupulous competitors. It remained, seemingly, for the Kellogg Company to patent a container primarily for the purpose of resorting to the Patent Laws for a lever for price maintenance. Or, at least the Kellogg Company was the first firm to do this so conspicuously as to attract universal attention. Hence the assumption on the part of many persons that the Kellogg Company, by its originality, made itself a shining mark to draw the fire of Uncle Sam's legal experts and that the object of the Government in filing suit was to serve notice that this new expedient in merchandising should not be allowed to pass without a protest on the part of the Government.

PATENT CARTON NOT REASON FOR PROSECUTING

But this premise is all wrong, according to the Government attorneys who have worked up the case against the Kellogg Company. They declare that the patented carton is not the key to the situation, and that they were not prompted to take action because of its introduction. On the contrary, they assert that the gauge of battle is the manufacturer's attempt to enforce a resale price and that the Kellogg Company was selected as the object of this test suit simply because the marketing of their product seemed to offer a particularly clear-cut example of what the Department of Justice regards as an obnoxious practice.

As expressed in so many words for PRINTERS' INK the position of the Department of Justice on the resale price question is as follows: "It is our claim that when a manufacturer surrenders possession of his product he ceases to have any interest in, or jurisdiction over, said product and it is our claim that the man who has purchased such product from the manufacturer has a perfect right to resell at any price and under any condition he may see fit. He may sell the goods at cost if he

is so inclined, or he can give them away if he wishes to."

The Government's petition in the Kellogg case is worthy of the most careful perusal. It was prepared by the United States Attorney-General's "right-hand man," namely James A. Fowler, the assistant to the Attorney-General, who regards it as one of the most important cases which he has ever undertaken. While the petition was thus prepared in Washington it was filed by Clyde I. Webster, United States Attorney for the Eastern District of Michigan, and the case will be tried in the United States District Court for the Eastern District of Michigan, Southern Division. The action is brought against the Kellogg Toasted Corn Flake Company, a corporation, and against Will K. Kellogg, Wilfred C. Kellogg and Andrew Ross, respectively, president, secretary and general manager of the defendant corporation, who are alleged to "have held such positions for more than three years prior to the institution of this action and as such officials they adopt, control and direct the business policies thereof."

In setting forth the grounds for jurisdiction it is recited that this action is brought under section 4 of the act of July 2, 1890, entitled "An act to protect trade and commerce against unlawful restraints and monopolies," and that it is sought to restrain the defendants from further violating sections 1, 2 and 3 of this act, by restraining the interstate commerce in Kellogg's Toasted Corn Flakes and continuing a monopoly of said commerce in certain individuals. It is also pointed out that all of the company's contracts which are attacked as unlawful, are entered into at its chief office at Battle Creek, hence the filing of the suit in the Eastern District of Michigan.

EXTRACTS FROM GOVERNMENT'S PETITION

The Government's petition describes in some detail the manner in which the trade of the Kellogg Company is conducted and, in this connection, says in part: "The

defendant corporation sells to jobbers cases containing 36 cartons or packages filled with said product, and it refuses absolutely to sell said goods directly to the consumer or to the retail trade. The jobbers in turn sell said packages by the case to the retail merchants and by said merchants the product is sold by the package to the consumers.

"The defendants sell said product, as petitioner is informed and believes, at the uniform price of \$2.50 per case, and they exact from each jobber an agreement that in selling the same to the retail trade he will charge a price specified by them. This price differs in different sections of the United States, being \$2.75 per case in some sections, \$2.80 in others, and higher in still others; but the price in each section is uniform to all the jobbers therein. The jobber is further required to consent that if he fail to observe the price specified, defendants may refuse to deal further with him, and this provision has been strictly enforced by the defendants and they refuse absolutely to have further dealing with any jobber who fails to maintain the price fixed by them.

"For some time after defendants' business was established the retailer was required to sell each carton or package at a fixed price by a notice enclosed in each case, which recited, in substance, that the contents of the case were sold with the distinct understanding, which understanding was a part of the consideration of sale, that the package should not be retailed at less than a certain fixed price, and, further, that it was stipulated and made a part of the consideration of sale that if the purchaser should retail the goods at less than the established price per package he would pay the Kellogg Toasted Corn Flake Company liquidated damages in the sum of \$50. and that he assented to being refused further supply of such goods till such damages were paid and assurance given that the offense would not be repeated, and, it was further recited that if the package was opened it would be construed as a legal ad-

mission that the purchaser understood the stipulations and assented to them."

The petition then goes on to say that "Defendants have now undertaken to invoke the assistance of the Patent Laws in order to accomplish the same purpose of fixing and enforcing the observance of a retail price by the retail dealer." It is explained that on November 6, 1911, one John F. Byrne made application to the Patent Office for a patent on a carton and on March 19, 1912, letters patent were duly issued thereon and were thereafter assigned to the Kellogg Toasted Corn Flake Company. There has been filed with the Government petition not only a sample box or carton, but also a copy of the patent plans and specification covering the invention.

Special attention of the court is directed to the inscription printed on the flap or tongue at the top of the box and which reads as follows:

This package and its contents are sold conditionally by us with the distinct understanding, which understanding is a condition of the sale, that the package and contents shall not be retailed, nor advertised, nor offered for sale at less than 10 cents per package. Retailing the package at less than 10 cents per package is a violation of the conditions of sale, and is an infringement on our patent rights and renders the vendor liable to prosecution as an infringer.

KELLOGG TOASTED CORN FLAKE CO.,
Battle Creek, Mich.

The Government goes on to point out that "This carton has been in use by the defendant company from shortly after the date of said patent, and it is intended by the use of the same, with said notice printed thereon, to compel each retailer to observe absolutely the price for each package named therein, and defendants claim, as they formerly claimed with reference to the notice enclosed in the cases, that the purchase of said goods by a retailer and an undertaking after such notice to sell the same amounts to an agreement by him that he will maintain the price specified."

PATENT ON CARTON REGARDED AS
SUBTERFUGE

The Government endeavors to

make its case—that is, “insists that said alleged patented carton can afford no protection to defendants in attempting to fix and enforce resale prices by retailers”—on four points, as follows:

“1. Said carton was not in fact patentable, in that every material feature thereof had been long in use before said patent was issued.

“2. The value of the carton is negligible as compared with the value of the contents thereof, and it is the contents alone that is desired by the purchaser and forms a consideration for the contract, the purchase of the carton being a mere incident in the contract of sale.

“3. Defendants having sold the cartons and contents to the jobbers and parted with all title thereto have no legal power to fix the price at which a purchaser from said jobbers can be required to sell the same.

“4. Its use is resorted to as a mere subterfuge and device to avoid the provisions of the act of July 2, 1890, known as the anti-trust laws and the principles of the common law controlling such contracts.”

Further along in the petition the Government takes up in this connection the subject of restraint upon, and monopoly of interstate commerce and it is asserted “The difference in the retail, wholesale, and manufacturer’s prices of toasted corn flakes leaves ample margin for the play of competition between both the jobbers and the retailers, as by the exercise of economy the price to the consumer and also to the retailer could be very materially reduced and yet dealers realize a reasonable profit in handling the goods. But as a result of the selling and distributing plan thus adopted and enforced by defendants, except in rare instances where dealers violate their agreements, the price of toasted corn flakes exacted by all jobbers in designated sections is uniform, as is also the price charged by the retailers to the consumers, and there is no competition between jobbers which can affect the price of the article to the retailer, nor is there any com-

petition between either the jobbers or retailers which can benefit the consumers by reducing the price to them. Therefore, said agreement exacted from the jobbers and said conditions of sale imposed upon and accepted by the retailers restrain the interstate commerce in said article in that it prevents it from moving in interstate commerce at prices other than those fixed by the defendant company, and prevents all competition between dealers therein which can affect its cost to the retailer or consumer, and they produce a monopoly of said interstate commerce in that they concentrate in the hands of those who abide by the terms of said agreements and conditions of sale the entire traffic in said article and exclude therefrom all dealers who refuse to enter into or abide by said agreements and conditions.”

The Government prays that in consideration of the facts set forth the court will grant relief by a threefold mandate. First, it is sought to have the Kellogg Company’s plan of sale declared violative of the anti-trust act above mentioned. Secondly, there is asked a perpetual injunction enjoining the Kellogg Company, its officers and agents “from requiring jobbers to enter into an agreement to resell toasted corn flakes at a fixed price per case, and from suggesting to jobbers in writing or otherwise that if they fail or refuse to observe said fixed price they will be cut off from a further supply.” Thirdly, that a permanent injunction be granted enjoining the Kellogg Company or its agents from exacting in any manner from the retailers an agreement or understanding looking to the same sort of price maintenance. An injunction is also asked to prevent the firm from packing or selling its product in cartons or packages bearing the warning notice. It is even sought to have the court put the ban on “threatening or suggesting, either directly or indirectly to the retailers.”

A mere reading of the salient parts of this petition will prob-

(Continued on page 25)

Concerning Censorship
No 5

ACID TEST

WE don't just now recall having done anything particularly spectacular in our censorship of advertising.

The calcium might, no doubt, be turned on a good many things which we do as a matter of routine.

Chemical analysis, for example.

Such products as soap, cold cream, face powder, often have to go through the laboratory under our supervision before we accept the advertising. Frequently the result of such tests is rejection of the advertising or a change in the copy. In some cases the outcome is a change in the name of the product itself.

The significance of this to advertising men is not that we are extremists in the way of protecting our readers.

It is that we are willing to go the limit in maintaining the integrity of all advertising.

To the manufacturer of bookcases or hosiery or blankets it is very important that the advertiser of toilet preparations in the next column be on his good behavior. To some extent the reader judges each by the other, and all by each.

For this net judgment of the reader we, as publishers, feel considerable responsibility.

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE PHILADELPHIA

New Stuff

Stuff.

That's just what we mean.

The stuff that makes a man.

The stuff that makes copy.

It's the new stuff in McClure's that's making readers.

The old stuff is still there.

The new stuff is **additional**.

Many pages **added** in the February issue—you saw it.

And still more pages to follow.

Did you see the new editorial arrangement?

Did you read Inez Milholland's department **for women**?

March McClure's

in McClure's

Or Wallace Irwin's first "Booster" story?

Did you notice the trimmed edges and the added ease in getting inside the book?

New!

Did you observe that McClure's is published on the 15th? Ten days earlier.

All new!

And there will be more new stuff.

You can watch McClure's with the assurance that it has **the stuff that makes a magazine**—and makes it sell goods.

McClure's Magazine
NEW YORK

Closes January 15

*The Circulation—400,000 Guaranteed.
The Rate—\$400 per page.
Subject to pro rata rebate.*

AN ADVERTISING agent who has made a careful study of school and college advertising extending over many years, is authority for this statement:

In the last ten years, MUNSEY'S MAGAZINE has produced more pupils for the private schools of America than any other periodical published.

**The Frank A. Munsey
Company
175 Fifth Avenue
New York**

The household that can buy specialized education for the coming generation, can generally indulge freely in the luxuries of life—which, after all, constitutes the supreme test of purchasing power.

FIXING OF RESALE PRICE
ATTACKED BY GOVERN-
MENT

(Continued from page 20)

ably convince any manufacturer that should the Government be granted all that is asked in this suit the outcome would be fully as upsetting to present methods of doing business as would the passage of the Oldfield bill now before Congress. However, the final word in the matter need not be anticipated for a year or two. The case can, under certain circumstances, be carried on appeal direct from the Michigan court to the United States Supreme Court, but under the usual procedure it would go from the Michigan District Court, first to the Circuit Court of Appeals and thence to the United States Supreme Court. In the meantime there is, of course, nothing to prevent the Kellogg Company and other concerns continuing existing business methods, for, whereas, the Government is asking a permanent injunction against the Kellogg Company, it has made no move to secure a temporary injunction pending the case's disposal.

One of the leading attorneys of the Department of Justice was asked by the correspondent of PRINTERS' INK whether this present suit was to be construed as a refusal on the part of the department to concede and recognize that the Dick-Henry mimeograph decision guaranteed to manufacturers under the Patent Laws certain rights affecting sales conditions, etc. He replied: "This department is not, of course, criticizing the United States Supreme Court, but neither are we by any means endorsing all the sweeping interpretations that have been given that mimeograph decision. And bear in mind, please, that the decision in the Dick-Henry case was by no means a unanimous one on the part of the Supreme bench. We contend, too, that the circumstances in the Dick-Henry case are by no means the same as in this Kellogg case. Even taking no account of our contention that the patent is a mere subterfuge in this Kellogg case there is the cir-

cumstance that the mimeograph in the Dick-Henry case was sold to the consumer at the bare cost of manufacture, and furthermore, if I recall aright, there was no question of price maintenance involved in that action. It was merely sought to control the use of supplies or accessories in connection with the operation of the machine, a very different thing from enforcing a resale price. The department has received great numbers of letters urging us to take action on this resale price question, and we are determined to make the Kellogg case a test though we realize that the Kellogg people are big advertisers and we expect a spirited fight."

The Commissioner of Patents was loath to express an opinion on the Kellogg suit other than to say, "if the Attorney-General says that no patent should have been issued on the Kellogg carton he will have to prove it." He did finally remark, however: "My personal opinion is that the Patent Laws cannot be made to do what the Kellogg Company is attempting to have them do, but this present controversy is, of course, out of my sphere. Let them fight it out." (See following page, "The Kellogg Side of the Government Suit," by William H. Johns.)

CHALMERS' "GINGER" MEETINGS

"Ginger night" was recently celebrated by the Chalmers forces throughout the country, the dealers in the various towns holding simultaneous meetings, with all their men in attendance. At the same time, a banquet and meeting of the heads of departments was held in Detroit. This meeting was in telegraphic communication with the meetings in other parts of the country, and the telegrams were read to the assembled men as they came in. All the officers of the company attended the main meeting, and spoke. Hugh Chalmers, the president of the company, reviewed the work of the past year, which he declared to have been the best in the history of the Chalmers. An even bigger year for 1913 was prophesied. Other speakers were C. A. Pfeffer, treasurer; G. W. Dunham, chief engineer; H. W. Ford, secretary, who acted as toastmaster; Lee Counselman, general manager, and H. H. Pinney, factory manager. Several dealers also spoke.

The "ginger" affair will be a permanent annual feature of the Chalmers organization.—*Automobile Topics.*

THE KELLOGG SIDE OF THE GOVERNMENT SUIT

STATEMENT FROM AGENCY HANDLING THE ACCOUNT—NONE OF THE OFFICERS OF COMPANY SERVED WITH PAPERS—SUIT COMES AS SURPRISE TO DEFENDANT—DISCLAIM HAVING CONTRACTS WITH JOBBERS.

By William H. Johns,

Vice-President, George Batten Co.

The action of Attorney-General Wickersham in bringing an action against the Kellogg Toasted Corn Flake Co., of Battle Creek, Mich., under the Sherman anti-trust law, has occasioned widespread surprise in advertising, manufacturing and grocery trade circles, and even after studying the matter carefully those most conversant with issues centering around grocery trade selling policies are as much in the dark as ever regarding the expectations of the Attorney-General in the present suit.

According to both the Kellogg Company and leading members of the grocery trade, there appears to be some misunderstanding on the part of the Government attorneys as to certain important facts. The Kellogg Company has no contracts at all with the wholesale or retail grocers, and has always maintained absolute independence of other manufacturers. The policy under which it operates was adopted for the purpose of putting all dealers and consumers on an equal, even footing without discrimination. One of the officials joined in the complaint has not been connected with the company in any way for more than two years, according to the officials interviewed.

There is a suspicion that the Attorney-General may have a semi-friendly purpose in bringing the suit, selecting the Kellogg Company as a desirable company on which to test the meaning of the Sherman law as it applies to the price maintenance without contracts and collusion. It is said that such a suggestion was made to the company by a representative of the Department of

Justice some three months ago, but was declined then because the company objected to being made the scapegoat. At the time, it is said, the representatives of the Department of Justice frankly stated their belief that the Kellogg Company plan was not only fair, but so free from conspiracy and entangling legal issues that it furnished an admirable test case.

W. K. Kellogg, president, and Andrew Ross, vice-president of the company, arrived here Friday last, as Mr. Kellogg was planning to sail on the *Vestris* on a voyage to South America on Saturday. His first information regarding the suit came from his New York representative and the local newspapers on Friday evening. Mr. Kellogg decided to continue his trip and is now on the ocean. He has declined to state just what action his company will take in the matter till he knows more about the case and understands just what the company is charged with. As yet none of the officers of the company has been served with papers and the company's counsel has not been consulted.

"All I care to say," said Mr. Kellogg, "is that the whole matter is a complete surprise to us. We adopted our policy with a very honest desire not only to conform to the letter of the law, but to its spirit, and the things we aimed to accomplish by our selling plan are the very things for which we understood the Sherman and other conspiracy laws were designed—the protection of the consumer and small dealer in the same condition of opportunity enjoyed by 'trusts' and big buyers. If these things are contrary to law, we shall be much surprised. Our policy is, 'Equal opportunity to all.'"

"We are surprised to find ourselves charged with exacting contracts from jobbers in the grocery trade, because we have no contracts with the trade whatever and will have no trouble in proving it."

"We have acted under the best legal advice and had supposed we were entirely within our rights

as owners of our own brand of goods, upon which widespread public approval has placed the stamp of quality.

"About three months ago an agent of the Department of Justice called on us and investigated our selling plan. We fully explained it to him, and he frankly stated that he believed we were acting legally.

"He regarded our dealings as free from both conspiracy and coercion and admirably designed to promote equality between big and little trader.

"As a matter of fact, our company has adopted and enforced its policy largely in behalf of our customer, the consumer. The history of all breakfast food failures—and there have been scores of them—is that they have been sold on a speculative basis; bought in too large quantities by the grocers in order to get low prices, and in the end went to the consumer stale and inferior. Quantity prices allowed the big buyers to enjoy unfair advantages. Quick distribution between factory and

consumer—which is essential in a perishable product—was defeated. Our whole aim has been to keep our goods moving and to place them in the hands of as many grocers as possible by making them profitable for every little corner grocer to handle, free from unfair favoritism shown his big competitor, in order that the consumer may get them fresh and promptly. For that reason a sure and quick distribution was necessary, and the surest way to secure it has been by dealing only through the wholesalers and leaving them to sell to the retailers. Statistics show that this is the most economical and efficient form of distribution possible in a great country like this.

"It has been the means of placing our goods in the hands of not less than 250,000 retail grocers in every corner of the country and on a basis of absolute equality.

"Of course, this has drawn the enmity of the big dealers who had enjoyed special privileges from some manufacturers, and we have encountered much opposi-

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

tion. To protect ourselves and our distributors—and, through them, the consumers—it has been necessary to decline to sell our goods to dealers who would use them only for unfair competition, and not only injure us, but other dealers, and, ultimately, the consumer. In refusing to sell goods to our enemies, we have acted entirely on our own initiative and within our constitutional rights.

"We have no agreements with wholesalers or retailers or any other manufacturer or person whatever. We will not sell our goods to people whom we do not care to have selling them.

"Any suggestion that we are a monopoly is laughable. There are not less than 100 other kinds of corn flakes on the market, all in competition with ours, and we have no connection with any of them. As for the patent question, we regard that as a minor issue. Our patented package was designed just as our selling policy was, to keep the goods fresh and to protect the contents after the package was opened. If there was anything unpatentable about the package, that surely does not affect our fundamental rights to deal with our property as we choose.

"It is merely incidental to our selling plan and is not a vital matter of principle or debatable in the present suit.

"We are not certain as yet just what course we will pursue with regard to the suit. If we are doing anything illegal, we propose to quit it, but if a policy aimed at sure, efficient and economical distribution, equal profits for the big and little dealer alike, and fresh goods to the consumer, is a violation of the Sherman or any other law, it is time we found it out.

"As a matter of fact, we can show that our policy has resulted in allowing us to greatly increase the size of our package and to reduce the price to the consumer from 15 cents to 10 cents per package—all due to the widespread distribution promoted and made possible by our policy of equality."

Little Helps from the Other Fellow

Getting department heads together to discuss the problems of the business and conducting these meetings in a business-like way is not always an easy matter. Very often such meetings are protracted because irrelevant subjects are introduced and the real business allowed to drag. This is very human, but it may be overcome. One organization has solved the problem by calling all meetings of this character at the noon hour. The men are anxious to get to their lunches at this time and, therefore, put the business before the meeting through with much dispatch. Experience has shown that the men will not stand for delays caused by some one of their number introducing unnecessary topics or taking too much time in discussing trifles. Under this system, business that formerly took nearly two hours to transact is well finished in forty-five minutes.

When the advertising and sales departments require that the salesmen shall carry a bulk of information regarding advertising electros, window displays, cards, cut-outs, discount tables, overstocks, special offers, etc., it is advisable to give the men some convenient container in which to carry this material and take care of the additions as they are made from time to time by the home office. One publishing house supplies its traveling men with loose-leaf books, alphabetically indexed. These are made up for the men before they start out on their trips and additions are sent to them on perforated sheets ready to be inserted in the loose-leaf book under the proper letter of the index. Traveling men are not, as a rule, good detail men and do not wish to be burdened with a lot of loose papers. This method keeps all of the papers in good condition and easy of access.

When he hands you a Nut Sundae—

across a marble counter you don't pronounce him "salesman," do you?

No, he's a "dispenser"—says so himself.

There have been and are now too many "dispensers"—too few salesmen—among the ads in technical and trade papers.

Hence the copy departments on the staffs of big publications in those fields.

Better copy has been one secret of the success of the Hill Papers.

Here are these five powerful

weeklies reaching into the heart of the industries they represent—

Reaching the men behind the orders—

Gripping their "bread-and-butter" interest with intense force.

There are no better mediums on earth than these for manufacturers whose products "belong."

But the *copy* must be right; and more, the idea and plan must be back of it.

That's what we mean by—

Make-It-Pay Technical Advertising

THE five quality circulation engineering weeklies of the Hill Publishing Co. are:

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The Standard Paper of Civil Engineering. Circulation 19,000.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 25,000.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 34,000.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 11,000.

The MAKE-IT-PAY DEPARTMENT will take hold of any proposition that can be profitably advertised in a Hill Paper and analyze it thoroughly, find its selling and advertising possibilities, devise a plan and write the copy.

In other words, they'll show you a campaign before you buy space that will make it pay you.

Sixteen people, expert in the various branches of advertising and selling will focus their know-how onto your problem and, with your co-operation, render a report to fit your conditions

No charge—no obligation—nothing beyond the price of the space if you decide to buy.

Do you want details?

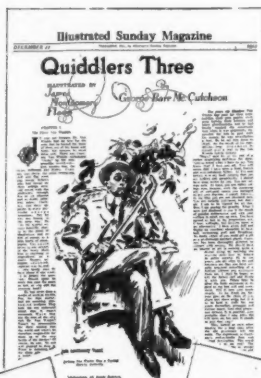
Hill Publishing Co.

505 Pearl Street

New York City

Your attention is called to the remarkable list of Authors and Illustrators now featured in current issues. No magazine, no matter what it cost, can boast of better material.

George
Barr
McCutcheon



James
Montgomery
Flagg



Rex Beach
J. N. Marchand



Elinor Glyn
James Montgomery Flagg

The Illustrated Sunday Magazine

No one can question the literary excellence of a Magazine, which has features such as are shown on the opposite page.



THE ILLUSTRATED SUNDAY MAGAZINE features regularly the following list of contributors and artists:

Leading Authors

Richard Harding Davis
George Barr McCutcheon
Rex Beach
Gouverneur Morris
Elinor Glyn
Mary Roberts Rinehart
James Oliver Curwood
George Pattulo
Gellet Burgess
Ellis Parker Butler
Charles C. D. Roberts
Anna Katherine Green
Wallace Irwin

Leading Illustrators

James Montgomery Flagg
Howard Chandler Christy
Henry Hutt
Penrhyn Stanlaws
Hamilton King
C. Coles Phillips
Will Foster
George Brehm
Worth Brehm
David Robinson
Edmund Frederick
E. Earl Christy
Anton Otto Fisher

THE ILLUSTRATED SUNDAY MAGAZINE

Circulates in over 20,000 small towns
as well as in 17 large centers

1,100,000 per issue

Adv. Director

NEW YORK

CHICAGO

BOSTON



GOOD ENCLOSURES IN FORM LETTERS

ONLY THE BARE NECESSITIES SHOULD BE ENCLOSED—THE ENCLOSURE THAT ILLUSTRATES A POINT IN THE LETTER—UNWISE TO "STUFF" WITH SMALL PIECES, EVEN IF THESE ARE RELATED

By H. I. Wildenberg,
Of Larkin Co., Buffalo.

Even so ordinary a thing as enclosures in form letters calls for one of the restraints of true art—simplicity.

The temptation to crowd the envelope full of miscellany is ever present. In our eagerness to per-

saries; rather too few papers than too many.

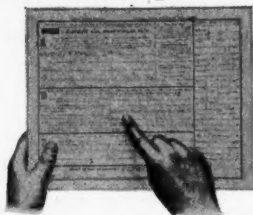
Enclosures, of course, depend upon the nature of the communication. But no matter how important the enclosures may be, the letter should receive preferred position in the envelope that it may first meet the gaze when the envelope is torn open.

There is too much tendency to apologize for form letters. Many regard them as a necessary evil, to be condoned, perhaps, but to be consigned to the waste-basket, nevertheless. The advertising fraternity itself is to be blamed for this regrettable condition. It has always made excuses for form letters as well as multitudinous shifts to simulate individually written letters, so that form letters have been brought into discredit. A more dignified attitude among advertising writers is now discernible. I for one would never attempt to offer the slightest apology for a form letter; I would never attempt to make it appear something other than it is. The man who writes a form letter may have a message for me that is as important as a personal communication. He deserves the benefit of the doubt, because he has evidently gone to trouble and expense to send the letter to a number of people from whom, if the message were not valuable to them, he could hope to derive no benefit.

It is necessary to have this proper respect for the form letter before one may rationally decide upon what printed matter to send with it.

The enclosures should always complement the letter. The entire communications should make one harmonious whole. Repetition in the form letter of points fully developed in the printed matter should be avoided except in rare cases where the letter may swiftly touch upon a few of the most salient points brought out in the enclosures. In the main, the object of the letter should be to direct attention to the enclosure containing the selling talk, or the important features of the communication.

"Fill Out Space 2"



Allow us to make a suggestion. It will help you as much as it does us—and avert delay by saving needless correspondence.

When you write out your order on our Order Blank, please "fill out Space 2". Perhaps you are already doing this—if not, kindly give the information requested and give it completely. Do not forget to tell whether the order is the 1st, 2nd, or 3rd, etc., order of your Club No. One, Two, Three, etc. THIS IS VERY IMPORTANT.

To show you just how to "fill out Space 2" we are printing on the reverse side of this slip a reproduction of Space 2 properly filled out.

Larkin Co. BUFFALO, N. Y.

BRANCHES:

New York Boston Philadelphia Pittsburgh Cleveland
Chicago Peoria (OVER)

A PROFITABLE LARKIN ENCLOSURE

suaude the prospect we credit him with too much indulgence for our proposition and for our presentation of it.

If one were to lay down a hard and fast rule with respect to enclosures in form letters it would be: Enclose only the bare neces-

If the object of the letter is to secure an immediate order it is hardly necessary to say that an order blank should be enclosed.

If the object of the letter is to make clear a point that could be helped by an illustration, a printed enclosure will help. A case in point is that pictured here. Larkin Co., due to the peculiar nature of their business, need a rather complicated order blank. The secretary of a Larkin Club (the designation for a Larkin customer) who uses this order blank, must designate in "space 2" that she has performed a service meriting a reward. Many omit to do this. For a long time we depended upon a form letter only to call the secretary's attention to the necessity of giving this information. Later we enclosed the "stuffer" illustrated here, with gratifying results.

I imagine that few people appreciate the force of a return envelope—especially a stamped envelope. I underestimated its productiveness until we tried an experiment. In one of our form letters requesting information of a club secretary we offered a good quality embroidered handkerchief for a reply. Later we omitted the offer and enclosed a stamped envelope. The percentage of replies picked up appreciably. Evidently convenience makes a stronger appeal than cupidity.

One firm carried the feature of convenience to its logical conclusion. Arguing that a pencil in an average home was hardest to find when most wanted, this firm enclosed a small, inexpensive pencil with the letter and order blank. Results justified the expense.

A form letter should never carry an enclosure having no bearing on the subject discussed in the letter. It will only scatter attention and detract from the force of the letter and its related enclosures.

Too many small pieces of printed matter, "stuffers" as they are known, should not be enclosed, even if related. One large circular, or folder, or booklet, as required by the circumstances, is far better.

Under favorable conditions, a booklet or other piece of printed matter that might be enclosed with the form letter, would be better sent separately, later. The form letter could then be devoted to arousing interest in the booklet, thus insuring a more ready and cordial reception.

WILL THERE BE A "COFFEE WAR"?

Following the reports of the convention of the National Coffee Roasters Association at which the question of a pro-coffee advertising campaign was discussed, publishers received the following from Battle Creek:

Some money has been contributed, we understand, by a coterie of gentlemen interested in importing coffee, this fund to be used for advertising coffee.

The advertising has been placed in the hands of an agency, and we learn that skilfully prepared articles have been sent to newspaper publishers under the guise of news items for free publication.

These are nothing more or less than articles boosting coffee, telling of its merits, etc., etc.

Some papers have inserted them free of cost.

The majority of publishers have not been deceived by this hackneyed form of free advertising. We would have no cause for protest at the free publication of these articles, *provided the publishers would print our trade announcements without charge*, but we certainly must protest in the strongest kind of a way when a publisher accepts money from us to print our trade announcements, then prints trade announcements free for a competitive article.

We are addressing a similar letter to every prominent publisher, and respectfully request that you consider the subject and write us your conclusion.

POSTUM CEREAL CO., LTD.

A copy of the Postum Cereal Company's letter, together with a copy of PRINTERS' INK's editorial on the coffee convention (published in the December 5 issue, entitled "Letting 'George' Do It") was sent to F. J. Ach of Canby, Ach & Canby, Dayton, Ohio, the newly elected president of the National Coffee Roasters' Association: Mr. Ach's reply may or may not reduce the inflammation in There's a Reason-ville.

NATIONAL COFFEE ROASTERS' TRAFFIC
AND PURE FOOD ASSOCIATION.
DAYTON, O., Dec. 12, 1912.

Editor of PRINTERS' INK:

I have no knowledge of the creating of an advertising fund by coffee importers; but I have no doubt that such advertising will sooner or later be undertaken. At any rate, that is one of the purposes of the National Coffee Roasters' Association.

The newspaper articles criticised in the communication of which you sent me copy were doubtless published because the newspapers recognized that matters pertaining to coffee were of interest to a very large majority of their readers, and I presume the publishers of these papers approve the policy of printing news of importance, even though it conflicts with the interests of some of their advertisers. It raises the old question of whether the policy of a paper shall be influenced by the counting room or from the editorial desk.

It occurs to me that the objection in the letter referred to arises not so much from the fact that the articles favorable to coffee were given free space as from the unwelcome nature of the articles themselves. When unlimited amounts of money have been spent by advertisers to influence the public mind against the use of a given product, actual facts in contravention of the advertised statements are not apt to be very gracefully received.

In regard to your own article, "Letting 'George' Do It," I can only say that the National Coffee Roasters' Association has barely passed the formative stage. It is quite true that two conventions have been held, but the first, a year ago, represented only 61 members. We have now attained a membership of nearly 140, with probabilities that we shall soon embrace 200. It would have been folly to undertake an advertising campaign before we were strong enough to carry it through effectively. But I prophesy that before a great while we will arrange to put our facts properly before the public, *without* utilizing the "press agent" method, nor shall we wholly depend upon "George Doing It"—but shall not hesitate to encourage "George" to do his share.

F. J. ACH,

MIS-STATEMENT COST \$200

That laws against fraudulent advertising are no dead letter in England was proved recently when a retail concern in London was fined \$200 for selling a coat made of mercerized cotton as "mercerized silk."

The coat was advertised in a catalogue issued by the concern. One of the coats was purchased and the purchaser, in obtaining a bill, requested that the coat be described therein, as it was in the catalogue, as "mercerized silk." This was done, and subsequently the purchaser sent the coat to the president of the Silk Association of Great Britain, who had it analyzed and found it was made entirely of cotton. The president of the Association then put himself in communication with the Board of Trade, and, at the instance of the Silk Association, legal proceedings were taken.—*Dry Goods Economist*.



TO the Citizens of Adland, GREETING:

At this calendar pivot point, may Dame Fortune enter your personal contract for preferred position in the columns of Good Luck, Daily, Sunday or Weekly edition, *t. f.*

Looking backward—

We congratulate Adland on the general adoption of the "Known Circulation" principle.

We thank the many advertising helmsmen who—despite their crowded days—gave us of their precious moments to partake of our feasts of facts.

These thanks are none the less profound because we have always tried to deserve these audiences—

- by using words to an end, rather than words without end;
- by taking care that each statement of each of our salesmen be, not simply his story, but history;
- by dedicating our efforts to the service of Opportunity-in-Advertising; in whose name we gently, though perseveringly, knock at your doors;
- by seeking business only from those to whom we can give "value received."

This brief halt on the business march would be less refreshing, if it did not include our public expression of appreciation of our staff for the loyalty with which each member is serving our customers—and thereby ourselves.

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

At your service, any time, anywhere.

MORE FOOT TROUBLES

Since receiving the communication from the *Washington Star* concerning the foot-soaking copy offered for Tiz (noticed in a recent issue of *PRINTERS' INK*) the accompanying letter was received. together with a couple of ads which are reproduced in their relative positions:

Editor of *PRINTERS' INK*:

Will you please tell us if there is not some moral or ethical law which gov-

the total pulling power of that issue of the medium.

It will hardly do Mr. Tindale any good to resent his position, for the publisher will probably tell him that there are just as likely to be music lovers with bunions as without, and that he might have monopolized the whole page if he had been willing to pay for it. As a matter of fact we suspect that the toe-harness ad is somewhat like the skunk at the animals' town meeting; no reason-

able grounds for kicking him out, but rather tough on the fellow he happens to sit beside. — [Ed. *PRINTERS' INK*.]

NOT AN ADVERTISING MAN

A curious illustration of the value of a word occurred in Boston last week, following the suicide of a well-known merchant. Some person in authority connected with the firm requested the evening newspapers not to mention the case, asking that he be permitted to write the account of the unfortunate affair for the next morning's issue. His account appeared in the morning's papers, word for word, with full details and closing with the following line: "There is no real financial difficulty."

To those who are over-inclined to criticize journalists and journalism, we wish to point out the fact that the youngest and most callow and foolish newspaper reporter on the map would have had sense enough at such a juncture to leave out that amazing word "real"; while his superior, the city editor, would have had sufficient judgment to have omitted any reference whatever to finances in such a critical situation. The use of that word had the effect which any journalist would have anticipated. Creditors pricked up their ears and got busy, and in less than a week there was a receivership for concerns which, a month ago, showed a face value of some hundreds of thousands above liabilities. If this man had not insisted so arbitrarily upon doing the job himself, the resulting calamities need not have followed! It is sometimes as well to trust to the professional intelligence of men who are accustomed to weighing and measuring the force and effect of the printed word. —*Boot and Shoe Recorder*.

H. W. Knight, retired Chicago publisher, killed himself at Jacksonville, Fla., recently. At one time he controlled, in Chicago, the *Milinery Review*, *American Hatter* and *Men's Outfitter*. He was 62 years old and in ill health.

Tell Me Your Foot Troubles

If joint of great toe is enlarged, or toes overlap

ACHFELDT'S

PERFECTION
TOE SPRING
will reduce, straighten and give permanent relief. Worn at night.

If you have pain in your feet or legs it's not rheumatism, but tendency to Flat Feet, which my *INSTEP ARCH SUPPORTER* will cure. Send outline of foot.

Advice free by mail. Circulars on request.

M. Achfeldt SPECIALIST
Room 173, 163 West 23d Street, N. Y.



MUSIC LOVERS

TINDALE CABINETS

Enable you to file your music so that every piece is always instantly accessible and saved from wear and tear. Various Styles in mahogany or oak—any finish \$15.00 up. Cash or monthly payments.

Send for Illustration "Catalogue V"

Tindale Cabinet Co.
1 West 34th Street
New York



SHOULD THE ADVERTISER OF THE MUSIC FILE OBJECT?

erns or should govern in high-class magazines, at least, the classing or arrangement of various advertising copy.

We enclose herewith a page from a well-known magazine which you will recognize, in which a small advertisement of our own is placed beside an advertisement of a "foot specialist," which is illustrated with what we should consider an obnoxious picture. It seems to us that our advertisement loses much of its value through its proximity to this objectionable picture, and we shall appreciate it highly if you will please give us your opinion as to whether or not we have any right to resent the position we have been given.

TINDALE CABINET COMPANY,

By R. T. Tindale.

If figures were available to show the number of possible customers for music cabinets among those who need toe harness, it would be possible to tell pretty nearly how much the Tindale ad has been injured by the make-up. For it is practically certain that any foot-healthy individual would not look twice at the same corner of a page which contained the bandaged big toe, which would confine the effective part of the circulation to those readers who were candidates for chiropody, and the number of them who could be persuaded that they wanted music cabinets would probably represent



Fiction makes all men kin.

Once in about so often a big find is made. Then tongues get a-wagging.

Then when men meet the common subject turns to "Are you reading it?"

That's why we're glad to announce what we believe a find—"The Seven Keys of Baldpate."

Begins in the issue of January 5th.

Runs through ten numbers of the Associated Sunday Magazines, with a bang-up wind-up each time.

The Associated Sunday Magazines have the whole world of fiction to explore, and the twin world of special articles, special authoritative articles upon timely and vital subjects of interest to the entire country.

The Associated Sunday Magazines is a magazine in its best sense, and, more than that, it is an earnest and successful effort to bring higher and better things to the readers of the newspapers listed below.

Advertising in the issues through which this story runs will reach over 1,400,000 + families every week.

—all of each family at that.

The Associated Sunday Magazines

Issued every week co-operatively and simultaneously by, and as a part of, the Sunday editions of the

Chicago Record-Herald
St. Louis Republic
Philadelphia Press
Pittsburgh Post
New York Tribune
Boston Post



Washington Star
Minneapolis Journal
Rocky Mountain News
Buffalo Courier
Detroit News-Tribune
Baltimore Sun

1 Madison Avenue, New York Record-Herald Bldg., Chicago

Briggs Poster Service

Means a poster service based on your sales and distributing problems and the sales and distributing conditions in the territory to be posted.

It means that the placing of ALL of your posters will be intelligently handled.

It means that you will have full benefit of the wonderfully improved poster Advertising conditions that you see in every town you visit.

It means that you will have before you the best information for plans, ideas and execution of your posters.

It means that your cost estimates and campaign will be arranged from statistics that show where your buyers live and the distributing channels of least resistance for your product.

Briggs Poster Service

Means the advantage to our clients of our constant study of the most effective way of handling such radically different sales and distributing conditions as the following:

Massachusetts and Texas have about the same population—

Texas has 3,896,542 people—779,304 families.

Mass. has 3,366,416 people—673,282 families.

In Texas 75.9% of the entire population live in towns of 2,500 down, or on farms, while

In Massachusetts, only 7.2% are so located.

Texas has 7,561 General Stores—Massachusetts only 827.

Our records show what kind of posting service you can depend upon, in every town in the United States and Canada—and you can depend upon our records.

A. M. BRIGGS COMPANY

Home Office: CLEVELAND, O.

Branch Sales Offices: NEW YORK, CHICAGO, DAVENPORT, IA.

What Is A Good Subscriber?

A good subscriber is one who believes in a publication, reads it with pleasure and has the means and inclination to patronize the advertisers.

A good subscriber may pay outright for her subscription; or she may take it in a club of magazines; or receive it as a gift. The manner of her subscription has nothing to do with her value as a good subscriber.

A good subscriber must read her magazine with pleasure—she must approve of its editorial quality and find in it the things which interest and amuse her. She must put faith in the magazine before she puts faith in its advertisers.

A good subscriber must have the inclination to patronize advertisers—and if the magazine appeals to her with positive delight, then that inclination will be created.

A good subscriber must have the means to patronize advertisers—for if she possesses all other good qualities, but does not buy, then she is not a good subscriber from the advertising viewpoint.

Housewife Subscribers Are Good
Subscribers and There Are 500,000

THE A. D. PORTER COMPANY, Publishers
30 IRVING PLACE, NEW YORK TRIBUNE BUILDING, CHICAGO

Habit and Its Influence on Consumer Demand

Suggestions to Advertisers Who Would Mould Buying Habits

By Edward S. Rogers,
Of the Chicago Bar. Lecturer at the
University of Michigan.

The impelling cause of most of the things we do is habit, and it is well for us that this is so. A distinguished psychologist has said that an attempt to make a rational choice every time anything has to be done results in indecision and worry and doing nothing at all and is conducive to nervous prostration and brain fag.

Consider for a minute the ordinary day of the average man. He gets up at an appointed hour, bathes, shaves, dresses, breakfasts, catches a train or car and gets to his office. These things are done in a certain order and a certain way, all the result of habit. Watch yourself to-morrow morning and see if this is not so, and then try the experiment of changing the habitual order of doing things or manner of doing them and see what happens. If you shave before you bathe, try reversing the process, or if you habitually put your right arm in your coat sleeve first, try putting the left arm in and see if you can do it, or if you are pertinacious, see how long it takes to change the habit, and thereafter always put your left arm in the sleeve first. I venture the assertion, if you are over twenty years old, you cannot change and put your coat on differently without a distinct and conscious mental effort on each occasion and every time this effort of the will is lacking you will find yourself unconsciously doing it in the old way.

The same is true of a thousand things that we do every day without thinking. The way of putting on a coat is only one of an infinity of things done habitually. There is no right way or wrong way. One way of putting on a coat is as good as another, as long as the coat is got into and is not

ruined in the process. Few of us realize the influence of habit on our daily lives. We are accustomed to associate the word with something more or less discreditable and think of our habits as things we are better off without, such as a number of cigars a day we smoke or the like, when, as a matter of fact, deprived of habits we would be almost helpless. If we were compelled to reason out everything we do, we would be in a state of indecision and never accomplish anything.

As habit thus impels most of the things we *do*, let us for a moment consider its bearing on the way we buy the things we *use*. Here will self-complacency obscure the truth. Most of us fancy that we use, say, a certain brand of soap because we choose to do so. We may have had a reason for its use originally, but have we now? There are doubtless others just as good, but we resent the drug clerk's telling us so and attempting to sell us some. We think he is trying to interfere with our freedom of choice, but as a matter of fact, he is doing a more difficult and more serious thing. He is trying to break us of the habit of using that particular brand of soap, because the fact is that the use of a particular brand of any article is almost invariably a matter of habit. Reason does not enter into the matter to any appreciable extent. Reason, or what we may flatter ourselves is reason—but more than likely it was suggestion, chance or imitation—may have influenced the original purchase, but it is habit that induces the successive ones.

These considerations perhaps apply more particularly to articles of general use and consumption, where purchases are frequently repeated, than to the purchase of articles of considerable value at long intervals. One

would hardly acquire the habit of buying Steinway pianos or any particular brand of automobiles, but it is habit more than anything else that makes us buy particular brands of the things we use every day.

BRAND HABIT INSTEAD OF TOBACCO HABIT

A little self-analysis will amply demonstrate the truth of this assertion. I may use a certain make of garter or suspender. I know perfectly well that there are others, doubtless just as good. I do not buy them, not for any lack of faith in their merit, but because I am used to going to stores and asking for the particular make or brand that I have used in the past, because it is the easiest thing for me to do and we, all of us, whenever we can, do the easy thing, we pursue the line of least resistance. We say we have the tobacco habit, what we have in most cases is a brand habit. I don't smoke tobacco generically but specifically. I smoke a certain brand of cigar or smoking tobacco. I call for it as a matter of habit. That brand habit of mine is worth money to the producer of the brand which I use. "Brand habits" become fixed and permanent only by giving the purchaser by means of a trade-mark or label a certain and easy method of identifying the article, something which the mind seizes upon and retains without conscious effort.

It does not seem as if the undeniable influence of habit in the purchase of merchandise is sufficiently realized by people who have goods to sell. It would pay anyone who is confronted with a problem of this sort to read and carefully study the chapter on habit in Professor James's psychology. He states that habits acquired before the age of twenty or twenty-five are almost impossible to break; that a person over twenty never learns to speak a foreign language without an accent; that persons who in their youth have never worn good clothes never learn to wear them comfortably afterwards. That

peculiarities of speech and manner acquired in youth can never be lost; that children should be taught manners, courtesy, poise and the like, not so much as an accomplishment, but because in this way they acquire the proper kind of habits that can never be broken, and will unconsciously do the proper things in the proper way in later years. Whereas, attempting to do these things for the first time after maturity is reached requires a constant and continuing effort of the will on every occasion, and when the effort is lacking, the old uncouthness returns.

A HABIT-FORMING LABEL

It would be well to set out deliberately in devising a label or brand to get, if the expression may be used, a habit-forming trade-mark, and in that way, to get one that will perpetuate itself. In the absence of a certain means of identifying the goods, no purchaser can be certain that his second purchase is of the same manufacture as his first. This is enough to show the necessity of the use of trade-marks or other unmistakable means of identification, because the only way any habit can be acquired is by constant repetition of the same act until it is done without thought or conscious effort.

The kind of a trade-mark or identifying means to adopt is a matter which involves the consideration of many obscure questions. Ordinarily the getting up of a mark or label is more or less fortuitous. A manufacturer decides that he will advertise a certain product that he makes. The desirability of using a trade-mark is obvious. He goes to an advertising agency. Perhaps he calls in the representative of a label manufacturer and the thing is discussed. Various names are suggested and forms of packages canvassed. Then the advertising man or the label man comes back with suggestions, usually in the form of sketches. The manufacturer or manufacturer's executive goes through the list of names, and what does he do? He picks

You Invest Your Money when you advertise in the cities— They Pay Big Dividends

What does your business need most—a mild advertising tonic to be charged against your entire business, or a virile advertising campaign to make sales in specific cities and to be charged directly and only against the business you do in those cities?

Experienced advertisers are concentrating nowadays. Most of them use street car advertising to cover the cities which they are specially interested in developing.

Why don't you try it?

Concentrate in the cities that ought to make good markets for you. Build them up.

At the same time consider those cities where your business is good but where you really do only a small percentage of the entire business in your line, and only a fair percentage of the volume you would get by concentrating.

Street car advertising will make your weak cities strong and will make your position impregnable in your strong cities.

Street car advertising absolutely covers the territory in which it appears. It reaches the readers of all other mediums, including the foreign speaking population who become interested in products advertised in the street cars by constantly seeing the picture appeals and exact reproductions of the packages.

We have the street car advertising in most of the principal cities of the United States. We have branch offices in them, not only to cooperate with our advertisers but to get data and information for those considering the use of our medium.

Is there any information that you need which we can furnish you about any of our cities?

Street Railways Advertising Co.

CENTRAL OFFICE
First National Bank Bldg.
Chicago

HOME OFFICE
"Flatiron" Building
New York

WESTERN OFFICE
242 California Street
San Francisco

out the one that he individually likes the best. The designs for labels, devices and the like, are taken up in the same way. The one that is selected is the one that appeals most to the individual producer.

It is an everyday occurrence that an article is put upon the market under a name and with labels and brands intended to appeal to millions which represent the choice of one individual or at most a small group of persons who assume, and have no reason in the world for such assumption, that because a particular get-up of package appeals to them it will appeal to the general public, who are expected to purchase the goods. Giving the general public credit for all the virtues and intelligence imaginable, assuming them to be possessed of discrimination, taste and a desire to get the most for their money, is it proper to assume that any one individual or any small group of individuals epitomises the likes and dislikes of the public at large?

In discussing the adoption of a trade-mark we hear a good deal about that hard-worked person, the "ultimate consumer," and his supposed characteristics. Now the "ultimate consumer" is not an imaginary being, but a flesh and blood individual with certain virtues and failings and with money to spend. He is real and not like Colonel Bogey or the stork. The difficulty is that what he knows and what he likes are usually figured out *a priori*. "A" guesses what "B" is thinking about or is probably going to think about. Now clairvoyants are rare, and even the most competent seventh son of a seventh son is likely to go wrong when it comes to telling what is going on inside another person's head.

We are apt to conventionalize the "ultimate consumer." We think we know all about him very much as we know all about Santa Claus. Everybody knows what Santa Claus looks like. He is round and fat and jolly, wears white whiskers and smokes a pipe, he has a little round nose and

gibbous abdomen, he wears a suit of fur clothes, he has a pack on his back and drives a team or reindeer with bells on them hitched to a sleigh. There is no mistaking him. We know how he acts, too. He always comes down the chimney on Christmas, after the folks are abed. We ought not to make a Santa Claus out of that friend of all of us, the "ultimate consumer." He is a real person. Let us look him over as he is, and the only way to do this is to experiment with enough normal people of the type sought to be reached to make generalizations safe. These things ought not to be decided by guesswork, as they usually are. The only way of telling whether any machine is going to work is to try it. The physicist studies the electrical phenomena of a thunderstorm by tiny sparks, from his laboratory apparatus. He works out problems in wave motion by stirring up artificial waves in a pool. The naval architect determines the lines of a great ship by observing the behavior of paraffin models in a tank of water. Why should not similar experimental methods be employed in the selection of a name or label?

ESSENTIALS OF A GOOD NAME

Take the matter of a name. Leaving aside the legal aspects of the case, three things are essential. The name must be attractive, easy to remember and easy to say by the persons who are expected to buy the article to which the name is to be applied. Why assume that a name which seems good to an executive board or an advertising agency is good in fact? *Why not find out?* Take a list of possible names and submit it to a considerable number of people, both men and women, and ask each to number the names which to them are most attractive in the order of attractiveness. Repeat the experiment enough times so that it will be reasonably safe to generalize from the result. Have the lists of names returned, and after a day or so (approximately the interval which may be expected to elapse between actual

purchases of the goods), ask the persons to whom the lists were submitted to tell the names they remember and see which ones they can repeat correctly after the interval. The same experiment can be carried out with the proposed labels. Find out whether the observer is able to tell after, say a week's interval, whether a particular package was shown him on the previous occasion. These things are really an application of experimental psychology to be solved according to modern laboratory methods and not haphazard.

I think there can be no dispute that a trade-mark name should be attractive, easy to remember and easy to say. What names are, in fact, attractive, easy to remember and easy to say, is a thing which may very well give rise to disputes. The psychologists have not yet been able to formulate any rule by means of which it can be determined in advance what names or marks attract and please. I have no doubt, however, that some working hypothesis will some day be formulated, and in the meantime careful experiments with identifying devices before adoption will go a long way, at least, toward helping to eliminate those which actually repel, or are negative.

The artists have got farther along. While, of course, no set rule can be laid down that a picture containing certain elements will invariably be pleasing, Professor Münsterberg in his essay, "Psychology and Art," has this to say:

Think first of the effects. Psychology has analyzed the impressions on our sense of beauty, and each fact must express a rule which can be learned. Blue and red are agreeable, blue and green are disagreeable; therefore, combine red and blue, but not green and blue. The golden section of a line is the most agreeable of all divisions; therefore, try to divide all lines, if possible, according to this rule. Such psychological prescriptions hold, of course, for all arts; do not make verses with lines of ten feet; do not compose music in a scale of fifths. Step by step we come to the prescription for a tragedy, for a symphony, for a Renaissance palace; how much more for the details of a simple drawing! Fill the space thus and thus; take care of good balance; if there is a long line on one side, make

Homes

The Woman's
Home Companion
is a wide-open door
to good homes—
homes that are
active buyers
of every beautiful,
useful, convenient
and intelligent
article that goes
into the bettering
of the home.

the short line on the other side nearer to the center; these are æsthetical prescriptions which can be learned and exercised like the laws of perspective for architectural drawing. Whenever the pupil follows the rules, his drawing will avoid disagreeable shocks to the spectator.

It seems to me that the designing of a trade-mark or label for attractiveness presents precisely the problem here outlined, that it is one that can be solved, or at least simplified by experimental methods. If artistic prescriptions worthy to be taught can be deduced from psychology, why cannot a useful trade-mark or label prescription be formulated?

There should be some rule where that ought to help in this situation. There ought to be some way of telling in advance, with reasonable accuracy, after a sufficient number of experiments with enough different people to make generalization safe, whether a name, a label or package is likely to succeed or not. There ought to be ways of telling, in the same way, out of a different number of names, marks and packages, which have been by experiment demonstrated to be equally acceptable to the public, which of these several is most easily impressed upon the memory of the purchaser and most easily retained and recalled. We all know from personal experience that some names are easier to remember than others; that some faces, or localities are easier to recall than others. We do not know the reason for it in many instances, but we appreciate the fact. Every manufacturer has had the experience of selling the same article under different names and labels, on the face of things equally attractive, each given the same chance of success in advertising and distribution and had one package or label succeed and others fail, for no apparent reason.

These things have happened so often and under so many different circumstances that it cannot be said to be the result of chance. Some trade-mark names succeed while others equally euphonious do not. Some packages attract and some do not attract and some

actually repel, though all are apparently equally attractive from an artistic standpoint.

There ought to be some way of finding out these things beforehand. The methods of the psychologists' laboratories could very well be applied to such an important question. Instance after instance can be recalled where manufacturers about to put a new brand upon the market where trade-marks have been selected, packages and labels devised, advertising copy prepared, space bought, perhaps a hundred thousand dollars invested in the enterprise, quality of the goods determined and known to be good and no one able to tell whether the public would take to it or not. In no other business, where the same amount of money is going to be invested, are such chances taken.

Will some one who is a psychologist and wishes to demonstrate that a science which most people regard as sterile and barren has a real application to everyday problems, please answer the question here suggested?

WANTS PAPER RULED ON POINT SYSTEM

UNITED CIGAR STORES COMPANY
NEW YORK, DEC. 27, 1912.

Editor of PRINTERS' INK:

It seems to me that some paper manufacturer would make a hit by placing on the market a paper ruled with lines on the point system. Writers of copy would undoubtedly find a paper of this description most convenient in making lay-outs, and while I grant that the sale will never be very large, it seems that there will be an indirect influence which will be beneficial in promoting the sale of other products of the mill that would make this venture.

C. S. Wise.

AMOUNTS SPENT FOR POLITICAL ADVERTISING

Campaign managers of the big political parties recently filed statements in Washington which show how much of the money expended for national advertising was handled by various agencies. According to these statements Lord & Thomas, of Chicago, received about \$80,000 worth of advertising from the Republicans and the Taylor-Critchfield Company, also of Chicago, received orders amounting to about \$60,000 from the same political organization. Lord & Thomas also received an order from the Progressive party.

Why We Censor Advertising

The Lawrence Publications have refused to carry many thousands of lines of advertising offered during the past year. Much of it was medical copy of a questionable nature; some was copy that we were sure would not produce profitable returns; others could not satisfy us that they would adhere to the proposition as set forth in their announcements which in some cases involved the use of the word "Free"; still other copy was clearly intended as a deliberate "knock" at competitors; while a few were advertisers whose reputations were at least unsavory.

And why did we refuse these advertisers the use of our columns?

Simply because it is the CONFIDENCE of our readers that makes our publications profitable mediums for advertisers to use, and that confidence, gained by more than sixty years of careful scrutiny, would be quickly destroyed if we permitted any subterfuge or misrepresentation to appear in our columns.

That is reason sufficient to us—and we know it is also to those many hundreds of advertisers whose products are built on integrity, and legitimately exploited through the columns of Standard Farm Papers of Known Value, such as ours.

It is our contribution to the great uplift movement in advertising.

The Lawrence Publishing Company

PUBLISHERS OF

THE OHIO FARMER

CLEVELAND

Has a paid subscription list of 128,455 of which 98% is in Ohio and contiguous territory. More than double the paid circulation of any other weekly farm paper in Ohio.

THE MICHIGAN FARMER

DETROIT

Of its paid circulation of 81,000 over 75,000 is in Michigan. It is the only weekly farm paper with a paid circulation published in Michigan. Always a good puller.

Write to either paper or our representative for individual and combination rates.

Geo. W. Herbert, Inc.
Western Representatives
First Nat. Bank Bldg., Chicago.



Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row, New York City.

SPECIAL NOTE—We also own and operate the Pennsylvania Farmer of Philadelphia, the only farm paper whose circulation is confined to Eastern Pennsylvania, New Jersey, Delaware and Maryland. Has paid subscription list of 32,000. Can be used with either or both of the other papers at special combination rates.

COMFORT is a Big Link
 of commerce which keeps the world
 current of trade flowing between
*COMFORT is the biggest publicity link
 With the largest rural circulation in the world,*



The New Parcel Post
 will lengthen and strengthen the
 distribution section of the nation

*Many manufacturers are prepared to
 establish a direct factory-to-consumer trade*

*The Parcel Post solves the problem of
 farmers; the trouble is to get the goods to the market*

COMFORT Wins the Race
 Its Host of Mail-Order Merchants

NEW YORK OFFICE: 1105 Flatiron Building,
 WALTER R. JENKINS, Jr., Representative

W. H. GANLEY, Publisher
 August 1914

POST DISTRIBUTION

Link the Endless Chain

the whole of industry in motion and the
between manufacturers and farmers.

by linking the mail-order section of the chain.
in this, it reaches the mail-order buyers.

Parcel Post Link

and strengthen the distri-
bution of mail-order chain.

are paid to sell by mail-order and
to be made by Parcel Post.

gives them of distribution to the
to get position to their attention.



Farmers' Trade for Mail-order Advertisers.

U. S. GANCO, Inc.
August

CHICAGO OFFICE: 1635 Marquette Building,
FRANK H. THOMAS, Representative

DMRT MAIL ORDER

Thomas A. Edison and W. H. Ingersoll

defend the present patent laws and expose the evils of the Oldfield Bill in the current—**January 2nd—issue of Leslie's Weekly.**

They show conclusively the great injury that manufacturers, dealers and consumers will suffer if this bill is passed.

**Leslie's
Inventors' Number**
is of vital interest to every business man. The contents include:

- "Give the Inventor a Fair Chance"
- "Great Inventors Who Started Poor"
- "Invention, Wages, and the Cost of Living"
- "Little Inventions That Add to Our Comfort"
- "Inventions that Benefitted the Government"
- "Need of a One-price System"
- "Why Our Present Patent System Should Be Preserved"

Leslie's Weekly

Allan C. Hoffman, Adv. Mgr., 225 5th Avenue, New York

Will You Help Fight the Oldfield Bill?

This Association urges every man connected with advertising—manufacturer, agent and publisher—to immediately aid in the opposition to the Oldfield Bill, which will be voted on by Congress soon.

The passage of that bill would be a severe blow to all advertising, as Section 2 proposes to make impossible the fixing and maintaining of prices on patented articles. It would be a misfortune of far-reaching effect to have the American Congress declare itself on the wrong side of this issue, for it would spread the impression that price regulation by the manufacturer was outlawed and would start an onslaught of price cutting on both patented and unpatented goods as well as influencing the Courts in their judgments on all price agreements and price-maintaining systems.

Write letters of protest immediately to your Congressmen and Senators, referring to the bill as H. R. Bill No. 23417.

Your attention is called to articles in the January 2d issue of *Leslie's Weekly* on this subject by Thomas Edison and Wm. H. Ingersoll.

A limited number of copies of an 8-page Bulletin just issued by the A. N. A. M. will be sent upon request to those interested and additional data will be supplied to publishers who are willing to co-operate with us in this protest.

**Association of National
Advertising Managers**

200 Fifth Avenue, New York

This advertisement of the "A.N.A.M." appeared in PRINTERS' INK last week

MAKING THE CUSTOMER THE DEMONSTRATOR

HOW VALSPAR VARNISH IS MADE TO
PROVE ITSELF—STRONG HUMAN
INTEREST COPY AND WINDOW DIS-
PLAY

By S. Roland Hall

Varnish is like many other commodities in one respect. It appears to be a rather commonplace article of merchandise until you get where you have to deal with varnished surfaces, and then you find yourself much interested in the architect's hammer test and the other tests and points about varnish.

What advertising man would want a better talking point for a varnish than that which Valentine & Company has for Valspar, "The Varnish That Won't Turn White!" Most of us—certainly most women—can recall how a table or some other varnished surface was spoiled badly by water or other liquid. Therefore, in this particular quality expressed by their slogan, Valentine & Company have something full of interest to housekeepers and other users of varnish.

The advertisement showing the guest alarmed over the result of her clumsiness in spilling a cup of hot coffee on the finely polished table is only one of a number of advertisements of strong human interest that this advertiser has been using in national mediums.

Obviously, varnish must be supplied to the consumer mainly through dealers. There are other varnishes cheaper than Valspar, and yet Valspar within the last year has been able to run its list of dealers in four Western states up to fifty per cent of the possibility. "It now has one dealer in each town of 3,000 or more in that territory, and its promoters say that they "haven't stopped yet." How has this work been done?

First of all, by educational advertisements full of human interest. This advertising has appeared not only in national mediums, but in local newspapers. The name and address of the local

dealer being given in the newspaper advertisements. With the dealer's first order for twenty-four gallons of Valspar, he gets attractive store signs, a liberal supply of assorted booklets with his name printed on them, a series of newspaper electrotypes, a moving picture slide, a set of five window pennants and the "submarine window display;" and the advertiser sends out a series of two letters to a mailing list that the dealer furnishes. The advertiser bears all the expense of sending out these two letters. Following is one of them:

DEAR SIR:—Has any varnish dealer or manufacturer ever offered to show you, to prove to you, just what his varnish would do before you bought it? Or did they just show you a handsome piece of wood beautifully varnished as an evidence of quality?

Of course, you expect a varnish to look well and lots of varnishes do. When First Put On. What you want is a varnish that stands up, looks well and Protects what's under it, even after severe wear and exposure. A varnish that a leaky radiator, or a rainstorm, or splashing water won't



"It Won't Hurt Valspar"

You know how water spoils the varnish on your floors! It makes it turn white like hoarfrost, and next time you look you find the wood bare of varnish.

The turning white is the surrender flag of the varnish. It means that its "life," its elasticity, its strength are all gone. Then under a little friction it rubs away like so much dry wood.

Valpar is the only varnish that won't turn white in water—but that's only part of it!

Valspar has the durability of the old long-oil varnishes, plus the ability to dry hard in twenty-four hours, making this supreme type of varnish available for the first time for household use.

It is the one sanitary finish, for it can be washed with hot water and soap without injury.

Radiators leak and drip hot water unobserved, but—if you're *hurt* Voltaire.

Feet leave wet prints on the floor, water splashes, but—it won't hurt Valspar.

The bedroom window, left open at night, admits the storm, leaving a puddle of rain water or a heap of snow on the varnished floor and sill, but—it doesn't hurt *Valpar*.

We authorize every dealer to guarantee that on inside work Valparaiso will give at least twice the service of any other varnish made for that purpose, and that on outside work it will outlast any other varnish, and that it won't turn white. If directions are followed and this doesn't prove true, we will cheerfully refund your money.

Prices: Gallon Can \$4.50; Half-Gallon \$2.25; Quart \$1.20; Pint 60c.

Valpar costs more than ordinary varnishes, but revarnishing costs more than Valpar.

VALENTINE'S VALENTINE &
Trade Mark 404 Fourth Avenue
Chicago, Ill. Boston, Mass. New York, N.Y.

COMPANY
New York City
London
ALSPAR
The Young Men's Press

W. P. FULLER & COMPANY, San Francisco, California Sole Agents for the Pacific States and the Hawaiian Islands

STRONG HUMAN INTEREST COPY IN WOMEN'S MAGAZINES

turn white and destroy. A varnish that can be Washed and kept clean and bright. A varnish that is tough and elastic, that won't mar or scratch white; One varnish that will do for all your uses.

That varnish is Valspar and we Prove
all these qualities Before you buy it.

Or rather, Herr & Co., who handle

Valspar in Lancaster will prove it to you.

Valspar is the varnish that proves itself. Let them show you. Even if you don't need varnish right now, call and see their demonstration.

The greatest Department Stores, Hotels and Buildings in the country use Valspar because they have tried all varnishes, and Valspar is the most economical for them to use.

It is also the most economical for you to use.

See your dealer about it to-day—please.

The strongest point about the Valspar advertising work is the way in which the interested reader is made his own demonstrator. Most varnish and paint concerns will furnish you with a handsome panel that is supposed to illustrate just how the varnish or paint looks and works. Valentine & Company do the thing in a different way. The inquirer gets a copy of the following letter:

Thank you for your reply to our advertisement.

We have instructed our supply room to send you the sample and it will reach you shortly. If it does not arrive soon, let us know and we will send you another.

Cover one-half of the enclosed piece of black japanned tin with Valspar and the other end with any varnish you choose. Note the free-flowing, easy-working and quick drying qualities of Valspar and the hard porcelain-like surface obtained.

Compare the drying qualities of each. Valspar dries free of dust in two hours and hard over night. We use tin for this test because when Valspar dries you can bend the tin and be sure of the elasticity of the varnish. We use black japan because a varnish turning white will show up more readily over a black surface. These are two most severe tests.

When your varnishes are dry, immerse this piece of varnished tin in a glass of water. In less than five days the other varnish will turn white, no matter what it is. It has lost its protective qualities entirely. Valspar will not turn white in five days, five weeks, or five months. It never turns white—soaking does not even dim its lustre.

We do not send out handsome panels finished with a good looking varnish. Anybody can produce such a panel in a laboratory. This means nothing to you. If you want proof that the varnish which you use will stand all tests—prove durable and waterproof—make the simple test we suggest. It will prove more to you than any panel in the world that Valspar is best adapted for your use.

Both the miniature can and the little piece of japanned tin look interesting, and you feel you want to make the experiment that the

advertiser suggests. Best of all, when you do make it, you find that it comes out just as the advertiser says, and you know that there is no laboratory trick about it.

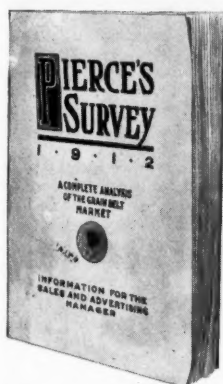
Names of inquirers are written on a dealer's reference slip, which is sent out at once to the proper dealer. A carbon of the slip is kept in the files, so that a complete record is always at hand. However, Valentine & Company say that they do not expect a definite report from the "over-worked dealer" on each inquiry. In any case, the record of inquiries serves a good purpose if the dealer makes a report that Valspar is not moving well. The advertiser is in a position to ask what the results were on the inquiries referred out, and, if necessary, to send the dealer carbon copies.

FIRST TO THROW OUT OBJECTIONABLE THEATRICAL ADVERTISING

Harry D. Guy, managing editor of the *University Missourian*, the daily newspaper published by the students of the University of Missouri, Kansas City, Mo., recently received a message from Walter P. Eaton, the New York theatrical critic, commending the stand of the *Missourian* against immoral plays, says a dispatch in the *Kansas City Star*. Mr. Eaton said that as far as he knew the *Missourian* was the first paper in America to throw out theatrical advertising of a first-class theatre because of the immorality of a play. He referred to a recent issue of the paper in which the students denounced a certain risqué play. Later the paper cancelled its advertising contract with the theatre management. Since the publication of the article the performance of the show was cancelled at Jefferson City, Kirksville and other Missouri towns where it was booked.

TYPEWRITER CAMPAIGN TO FARMERS

The Remington Typewriter Company, controlling the Monarch, Smith Premier and Remington machines, is preparing to spend a large appropriation in the farm papers. The company has placed ads from time to time in various farm journals, but the new campaign will be far more extensive, embracing a systematic effort to take advantage of the increased prosperity in the rural districts of the Middle West. A leading consideration is that farmers have gained a higher status as business men and are to be reckoned with as large consumers of future output.



Pierce's Survey is Ready

but—

The Supply is Limited

Write today for the 1912 edition—just off the press. It contains, in addition to its vast array of farm statistics, a complete review of the 1912 grain crop, without which a safe forecast of 1913 cannot be made.

The Most Talked-About Book For Farm Paper Advertisers

Illustrated with forty farm scenes. Thirty-two pages, 9 x 11.

"Solves a Thousand Problems"

Scores of tables of up-to-the-minute data, covering practically everything of interest to the advertiser, analyzing the farm market.

ENLARGED EDITION FOR 1912

The 1912 edition has fully three times as much information as that of last year and will be of much more value to advertisers than the former edition, which was very popular. Write today for a copy in order to make sure that you will get one, as the supply is limited.

Our object in publishing Pierce's Survey, aside from revealing to our patrons the resources of the territory, is to show our familiarity with our field. We have found that advertisers generally have reached the correct conclusion that the papers of publishers who are thoroughly familiar with their territory have the better standing with their readers—as is the case with Pierce's Farm Weeklies, and proven by Pierce's Survey. Send for a copy today.

JAMES M. PIERCE, Publisher
PIERCE'S FARM WEEKLIES

Iowa Homestead, Des Moines, Iowa.....	140,000
Wisconsin Farmer, Madison, Wis.....	70,000
Farmer & Stockman, Kansas City, Mo.....	100,000

Total Guaranteed Circulation 310,000

Central Office: Des Moines, Iowa

INGENIOUS WAYS OF KEEP- ING DEALERS POSTED

HOW "BIG BEN" KEEPS ITS CON-
SUMER ADVERTISING BEFORE THE
TRADE—A POST-CARD DEVICE THAT
WORKED WELL

By L. F. Dana.

There is a growing number of successful advertisers who make the most of every campaign by making it count with the trade before, during, and after the campaign.

Announcements through the trade press are, of course, an easy and effective tie-up to the trade, though the conservative policy of many houses limits these to the general statements about plan, copy and mediums.

A somewhat unusual form of publisher's co-operation was that given by a Chicago Sunday newspaper to the firm with which the writer was connected. Advance proofs of a special page were sent by the newspaper to all the out-of-town distributors of the paper, with instructions to deliver them in person to the store in that town selling our line; or, if we were not represented, to the best store in town. Post-card statements of delivery were sent us.

A good deal can be told about a campaign in a straight form letter from the house. Sometimes the letter can be made more personal, over the district salesman's name. Proofs of advertisements can be included if desired.

Complete portfolios of the entire campaign, showing every medium and every piece of copy, colors when to appear in colors, are an effective part of the traveling salesman's equipment. Particularly so when the trouble is taken to supply each salesman with an itemized statement of the exact total circulation in each town in his territory. One firm made sure its salesmen used the announcements of advertising plans, and also "staged" their use, by sending form letters, according to advance route lists, to trade about to be called on, sketching the campaign and saying, "Mr.

Jones will give you further details."

A large shoe manufacturer makes use of envelope-fillers—simple announcements, in one or two colors, inserted by the mailing clerks with correspondence to dealers.

"Big Ben" operates a neat plan of a slip pasted or tipped onto correspondence; the slip looks like a sheet of your "daily reminder," with the date in color. Just before a page appears in the *Saturday Evening Post* it reads

October

19

"Big Ben"
in the *Post*

During the following week it may read

October

26

"Big Ben"
in *Collier's*

Another advertiser has a similar but simpler plan of reminding trade of his use of smaller space in a varying list of mediums; a rubber stamp, with changeable lines for publications and dates, stamps this at the bottom of dealer correspondence:

Our advertisements
in this month's

Everybody's

McClure's

Cosmopolitan

System

S. E. Post, Sept. 14th

Lit. Digest, Sept. 26th

Another made arrangements with publishers for adequate quantities of advance proofs, similar to those sent to advertisers for correction, bearing publication name and date, and envelopes bearing the publication's imprint, to carry them. These were addressed by the advertiser and sent to his active dealers and best prospects.

Another firm with a smaller list sent dealers advance proofs of the most important consumer advertisements, asking criticism of them; this insured special attention from most dealers, as well as helpful criticism from those who did take the trouble to write about the copy.

The Holeproof Hosiery Com-

pany has made effective use of its magazine pages, particularly when in colors, by reproducing them for window cards, in addition to using them as cover illustrations of the current issue of *The Hosier*. Similar use is made by many others of the cards of their street car campaigns.

A Chicago firm using 30 to 50 line copy in a small campaign got remarkable dealer returns by a postcard campaign, simply running the same cut, with statement of date and place of insertion and recommending a trial order.

A St. Louis manufacturer of tire paint recently ran a page in one of the weeklies; on the Thursday it appeared leading dealers, active and prospective, received a letter, with a dime glued next to the filled-in name; the letter asked them to use the dime to buy a copy of the publication and see this advertisement.

All of which goes to show that there are a host of effective ways of impressing dealers with the consumer advertising that is being done to help them sell goods.

TORONTO CLUB'S CHRISTMAS ENTERTAINMENT

Toronto Ad Club held its annual Christmas entertainment on December 19. About 100 members of the club were present and each received one or more gifts from the heavily laden Christmas tree that was the feature of the suitably decorated clubrooms. The gifts ranged all the way from toy drums to live fowl, and as those to each member were chosen because of some well-known habit or characteristic, their presentation was the cause of much merriment.

The gift of the honorary president, H. C. Hocken, Mayor of Toronto, was a doll's chair labelled "The Civic Chair for 1913." Mayor Hocken is out for re-election as Mayor of Toronto for 1913, and the club's gift is a forecast to him of what will be his when the poll is counted on January 1, 1913.

During the evening the members sang a number of "spasms" that had been composed for the occasion by the musical director of the club, E. Jules Brazil. Other members contributed songs and readings.

ST. PAUL'S PUBLICITY

St. Paul, Minn., is taking another step toward making itself known to the world by the publication of a monthly paper, the *St. Paul Ascendant*, the first number of which has recently been issued.

H.E. LESAN ADVERTISING AGENCY

We would be judged by
all as we are judged by
those whom we serve

General Offices
440 Fourth Avenue
New York

Branch Office
Old Colony Building
Chicago

SLANG AS SIGN OF LIFE OF LANGUAGE

Fanatical enmity to slang is much too common among professional teachers. They are all for authority and the dictionary and forget that what we call slang to-day is very apt to be admitted to the dictionaries to-morrow. It is largely in this way that our language is enriched; not by the written word, but the common speech of the people. As Sir James Murray observes in one of his admirable prefaces in the Oxford English Dictionary, "those who would hold us to the dictionaries are instinctively hostile to word creation. Yet this hatred of novelty has apparently existed in all ages. Two hundred years ago the *Tatler* published a protest against some of the neologisms then current, and it was suggested that it might be well to issue a yearly Index Expurgatorius expunging all new words and phrases which appeared to the censor "offensive to good taste." Some of the horrible examples quoted on that occasion are now quite obsolete. They died a natural death without the help of an official executioner. Others have survived in spite of all protest—"mob" is one of them, and it is now perfectly respectable even in the eyes of the dictionary makers.

But think how much poorer our language would be if such a censorship had been established and could actually have been made effective! Swift was so wrong-headed upon this matter as to conceive an elaborate project for fixing the English language. It grieved him to see a new coined word making its way. "If it struck the present taste," he complained, "it was soon transferred into the plays and current scribblers of the week and became an addition to our language; while the men of wit and learning instead of early obviating such corruptions were too often seduced to imitate and comply with them." Alas, how many words and phrases that hurt his ear have now been thoroughly embodied in

our language. The respectability of such words as "coax" and "fun" were doubtful then and even Johnson put them down as "low words." Who quarrels with them now or with such parvenus as "bother," "banter" or "humbag"? Yet no doubt these were originally as low as "mob." Swift could not abide "banter."

If we are to have a censor, who shall the censor be? Not, we hope, the schoolmasters of Huntington or the sort of pedants so heartily detested by the late Lord Grimthorpe, who, protesting against every innovation, "compounded their own style out of modern acts of Parliament and bad translations of Latin."—*New York Evening Sun*.

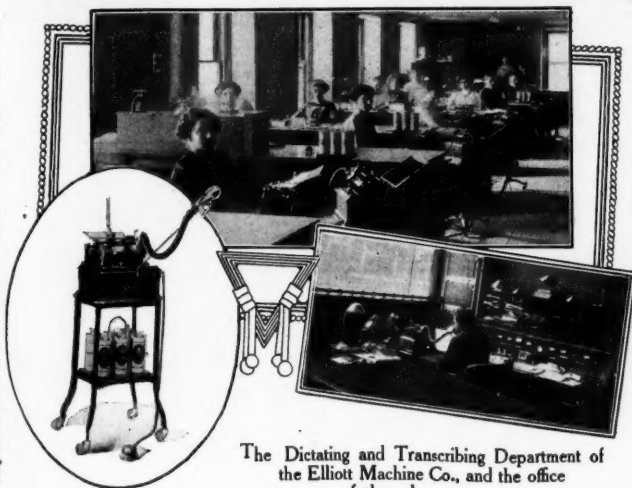
IMPORTANCE OF GOOD INK IN COLOR PRINTING

In its recent special "printing number," the London *Times*, commenting upon the importance of good inks in color printing, said:

"The colors must be slightly more transparent than those in general use by lithographic printers, in order that by their combination and part assimilation all the various tones and shades of the original picture may be gained. The yellow ink should, as the foundation color, be of sufficient 'tackiness' to adhere firmly to the surface of the printed sheet, but should on no account be stiff enough to loosen or detach parts of the face of the paper. The red ink, which, if possible, should be printed at not longer than a day's interval, should adhere to the yellow, leaving a skin perfect and smooth without any roughness whatever, in order that a sharp impression may be obtained by the subsequent printing. The blue ink, which is used to complete the picture, should follow after a similar interval, and should be equally 'sympathetic' to the other two colors, and, whilst adhering perfectly, be of such a consistency and of such body and transparency as not only to allow the two previously printed inks to play their part in the color scheme, but also to combine the three printings in a perfect picture.

"When a fourth block or printing is used it is generally printed after the yellow, and so becomes the second working. It is usually in black, but may be varied into a black broken with a little white, green, or other color, according to the nature of the subject.

"In every case, in order to secure clean, sharp impressions, it is desirable that the inks be of such quality and consistency and have such 'sympathy' with the paper being used, that the form is practically cleaned of all ink deposited on the plates by the rollers after each impression."



The Dictating and Transcribing Department of
the Elliott Machine Co., and the office
of the sales manager.

"The Edison Dictating Machine is the greatest convenience that ever came into this office."

From a letter written to us by the Elliott
Machine Co., Grand Rapids, Mich.

This was dictated to the Edison at 10:30 at night, and shows how with the Edison Dictating Machine, you are free to dictate when you please—nights, Sundays and holidays—and your letters are accurately typed the next day.

But convenience is only one advantage. The wonderful economy it effects in your office is more important still. When equipped with Edison Dictating Machines you never have to wait for a stenographer, you are never interrupted and you dictate as rapidly as you please. This saves about half your dictating time.

And your stenographers spend all their time typewriting, producing accurate letters faster and more easily because there are no shorthand notes to puzzle over.

The net result is a 50 per cent. decrease in the cost of your business correspondence.

The winner of the Edison Transcribing Contest at the National Business Show just held in New York wrote 947 words in 10 minutes from the Edison Dictating Machine. Write for "Champion" Circular.

Let Edison dealer in your locality demonstrate the Edison Dictating Machine in your own office on your own work. Our booklet, "The Goose, the Typewriter and the Wizard," will be sent free on request.

Thomas A. Edison, Inc., 211 Lakeside Ave., Orange, N.J.

Aimed At The

INEFFICIENCY

OF

INSUFFICIENCY

An advertiser could "Try Out" the Big City Field (28,000,000 population) with a magazine of 900,000 circulation.

But this circulation is not *half* large enough to "Try Out" the Small Town Field of more than *double* that population (64,000,000).

This is pitifully evident.

In fact Woman's World itself—with over 2,000,000 circulation—has for many propositions *advocated the use of enough other Small Town circulated magazines to make up a total of 3,000,000 or 4,000,000.*

And yet we are constantly hearing of advertisers who *think* they have "Tried Out" the Small Town Field with one magazine or another (obviously of *too small circulation to make a dent*) who have concluded that the "Small Town Field is *not responsive.*"

We believe in the responsibility to the advertiser of Magazine as well as Advertising Agent.

We believe that when a Magazine *solicits business* it should be with this *responsibility* well in mind.

For every *dollar* Woman's World has spent in advertising the sale of its own columns, *ten dollars* have been spent in practical research work.

—Research work not of a nature to "Make a case" for Woman's World but to *find out conditions*.

—To find out what goods are marketable and what are not among its readers, to the end that we will not only be in a position to fairly advise advertisers who *should* use Woman's World, but to *refuse* business where conditions do not present every reasonable assurance of success.

And to refuse business from those who should be using greater space or more *circulation* than in our magazine alone.

In the past year we have spread broadcast Statistical information which cost us more than \$50,000.00 to obtain.

We find in some quarters that these figures have been used not only to establish the desirability of winning the Small Town Field trade, but (using our facts as a basis) fiction has been added as to the ease, or method, or space, or circulation which might be regarded as sufficient to win this trade.

We have at this time just completed a most exhaustive investigation into the "General Store" (of which there are almost 142,000 in towns of under 25,000 population). We have information at hand concerning what they carry—what their attitude is toward the Wholesaler—how they would prefer to do business on branded goods, etc., etc., from General Stores with an aggregate rating of over \$18,000,000

Fairly presented this will show some Manufacturers that the field of the General Store *offers them little*—to other Manufacturers it will be a *revelation of business opportunity overlooked*.

These statistics will not be distributed, but any Manufacturer (for the information covers 100 lines of goods) or any Advertising Agent will be welcome to go over them with one of our Representatives—at any time, at any place.

HIGHEST EFFICIENCY
2,027,598 SUBSCRIBERS

WOMAN'S WORLD
CHICAGO AND NEW YORK

LOWEST RATE
\$8. PER AGATE LINE

List of House Organs

Is the house-organ idea being overdone. PRINTERS' INK presents below a list of over 500 house-organs now being issued more or less regularly. From the very nature of the case, such a catalogue cannot be made absolutely complete. Yet here is amazing evidence of the popularity of the house-organ as a distinct advertising proposition.

Yet it is only fair to state that mortality among house-organs is very heavy and many concerns that have enthusiastically begun the publication of a little paper of their own, have, after a while, decided to suspend its publication.

Why?

In the articles to follow, we shall undertake to answer that question as well as to give some idea of the expense involved, the time and talent required to edit a house-organ, the usual methods of handling such a publication, how they endeavor to recoup the expenses by soliciting outside advertising results in a condition closely analogous to blackmail and other interesting side-lights on the subject generally.

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|--|---|
| Abbott Press, Chicago, "Advertising and Printing." | Lines, New York, "Agwi Steamship News." |
| Adams & Elting Co., Chicago, "Ad-El-It." | Atlas Portland Cement Co., New York, "The Atlas Almanac." |
| Ainsworth Shoe-Co., Toledo, "The Foot Print." | Autopress Co., New York, "Autopress News." |
| Alabastine Co., Grand Rapids, "Brush and Pail." | Bache, J. S., & Co., New York, "The Bache Review." |
| Allen Advertising Agency, New York, "Footprints." | Baer Stationery Co., Canton, O., "Baer Facts." |
| Alling & Cory, Pittsburgh, "Now and Then." | Baltimore Steam Packet Co., Baltimore, "Old Bay Line Magazine." |
| American Art Works, Coshocton, O., "Ginger" and "Bulls-Eye." | Bank of Dakota County, Jackson, Neb., "The Jackson Bank Sentinel." |
| American Brewing Co., Rochester, "The Liberty Magazine." | Bank Notes Co., Indianapolis, "Bank Notes." |
| American Druggists' Syndicate, Long Island City, "The Voice." | Bank of South San Francisco, San Francisco, "South San Francisco Banker." |
| American Fork & Hoe Co., Cleveland, "True Temper." | Barcalo Manufacturing Co., Buffalo, "Getting Together." |
| American Furniture Co., Denver, Col., "About the Home." | Bateman Mfg. Co., Grenloch, N. J., "Iron Age Farm and Garden News." |
| American Manufacturing Co., Brooklyn, "The Cord Age." | Bates, A. J., Co., Webster, Mass. |
| American Motor Co., Brockton, Mass., "Sparks." | Battle Creek Sanitarium, Battle Creek, Mich., "The Battle Creek Idea." |
| American Motors Co., Indianapolis, "Underslung News." | Berlin Machine Works, Beloit, Mich., "Berlin Quality." |
| American Multigraph Sales Co., Cleveland, "The Layman Printer" and "Ginger Jar." | Bessemer Gas Engine Co., Grove City, Pa., "The Bessemer Monthly." |
| American Optical Co., Southbridge, Mass., "Amoptico." | Billings-Chapin Co., Cleveland, "Billchaco." |
| American Trust Co., St. Louis. | Bishop-Becker-Babcock Co., Cleveland, "Bigger, Broader, Better Business." |
| American Wine Co., St. Louis, "Cook's Imp." | Bissell, F., Co., Toledo, O., "The Bissell Book." |
| American Writing Paper Co., Holyoke, Mass., "Progressive Papers." | Blanchard Press, New York, "Printography." |
| Anso Co., Binghamton, N. Y., "Portrait." | Bolton, M. V., & Co., Cedar Rapids, Ia., "R. E. News Budget." |
| Arnheim, Marks, Inc., New York, "Arnheims." | Bond Steel Post Co., Adrian, Mich., "The Big Wire Advocate." |
| Art Metal Construction Co., Jamestown, N. Y., "Noburn News." | Born Steel Range, Cleveland. |
| Art Stove Co., Detroit, Mich., "The Laurel Dispatch." | Botz & Sons Prtg. Co., Sedalia, Mo., "The Quintet." |
| Ashbaugh Paint Co., Columbus, O., "Ashbaugh's Magazine." | Bown, Treacy & Sperry Co., St. Paul, "Office Billet." |
| Atlantic Coast Lists, New York, "The South." | Brill, J. G., Co., Philadelphia, "Brill Magazine." |
| Atlantic, Gulf & West Indies S. S. | Broderick-Bascom Rope Co., St. Louis, "The Yellow Strand." |

Brooks, Scanlan & Co., Chicago, "Two-Crop Farmer."
 Brotherhood of American Yeomen, Des Moines, "The Yeoman Battle Ax."
 Brown & Bigelow, St. Paul, "The Business Builder."
 Brown Shoe Co., St. Louis, "The White House Message."
 Browning, King & Co., New York, "Browning's Magazine."
 Buckeye Electric Co., Cleveland, "Bulletin—Buckeye Electric Co."
 Buffalo Shirt Co., Buffalo, "Shirt Tales."
 Bureau of Publicity, Memphis, Tenn., "The South Today."
 Burke, J. W., Co., Macon, Ga., "Southern Business."
 Burton & Danforth, Falfurrias, Tex., "Flowella Bulletin."
 Butler Brothers, Chicago, "Our Drummer," "Service Pages" and "The Butler Way."
 B. V. D. Co., New York, "B. V. Dealer."
 Byck, M. S. & D. A., Co., Savannah, Ga., "Byck's Broadside."
 California Hotels, Los Angeles, "The Tattler."
 Canadian Fairbanks-Morse Co., Ltd., Montreal, "Canadian Industrial Review."
 Canadian Pacific Railway, Winnipeg, "Western Progress."
 Carter's Ink Co., Boston, "The Scribe."
 Carter White Lead Co., Chicago, "The Carter Times."
 Chain Belt Co., Milwaukee, "Chain Belt."
 Challenge Machinery Co., Grand Haven, Mich., "The Printer's Album."
 Chalmers Motor Co., Detroit, "The Chalmers Owner."

Champion Coated Paper Co., Hamilton, O., "White Satin" and "Pure White."
 Channon, H., Co., Chicago, "Channon's Review."
 Chattanooga Roofing & Foundry Co., Chattanooga, Tenn., "New Century Herald."
 Chicago Pneumatic Tool Co., Chicago, "Ideal Power."
 Chicago Retail Druggists Association, "C. R. D. A. News."
 Clay, Robinson & Co., Chicago, "The Live Stock Report."
 Cleveland-Akron Bag Co., Cleveland, "Bagology."
 Cleveland Crane and Engineering Co., Wickliffe, O., "Crane-Ing."
 Clow, James B., & Sons, Chicago, "Clow Bulletin."
 Coal Supply Co., Chicago, "Coal Trade Sparks."
 Coca-Cola Co., Philadelphia, "The Coca-Cola Bottler."
 Coldwell-Gildard Co., Fall River, Mass., "The Drop Wire."
 Coldwell Lawn Mower Co., Newburgh, N. Y., "The Long Green."
 Cole Motor Car Co., Indianapolis, "Cole Bulletin."
 Collins, A. M., Mfg. Co., Philadelphia, "Photographic Progress."
 Colonial Works, Brooklyn, "The Colonial Quarterly."
 Columbia Phonograph Co., New York, "The Columbia Record."
 Columbus Savings & Trust Co., Columbus, O., "The Economist."
 Consolidated Gas Co., New York, "Gas Logic."
 Consolidated Gas, Electric Light and

Price Maintenance—by far the most complete working digest of methods ever made. 140 pages typewritten, in loose-leaf leather binder, with index, \$100.

Exact wordings of different forms of agreements on many lines of goods, patented and unpatented; analysis of Miles, Dick and bathtub decisions; classified digest of all decisions; investigation of dealer attitude; details of application of actual methods. Being bought by agencies, advertisers and lawyers. Write for bulletin of contents.

This report is one of a number of other concrete, vital, deep-going investigations and analyses for sale—on prize contests—on sales conventions—on co-operative advertising—on prize and bonus methods of stimulating salesmen—on large edition printing—on selling direct to dealers—on schools for salesmen, etc., etc.

The Selling and Advertising Reporting Service—loose-leaf, weekly. \$50 per year, is now universally used. Local dealer investigation service in seventy-four cities. You should get acquainted with this rapidly growing central business institution.

The Business Bourse, Int., Inc.

260-261 Broadway (opp. City Hall)

J. GEORGE FREDERICK
 Editor and Counsel

New York City

- Power Co., Baltimore, "The Baltimore Gas and Electric News."
 Consumers' Gas Co., Toronto, "Gas News."
 Cortright Metal Roofing Co., Philadelphia, "Cortright Metal Shingle Advocate."
 Cottrell, C. B., & Sons Co., New York, "Cottrell's Magazine."
 Crane Co., Chicago, "The Valve World."
 Crocker, H. S., Co., San Francisco, "Crocker Quality."
 Crofut & Knapp Co., New York, "The Hatman."
 Crofts & Reed Co., Chicago, "Crofts & Reed's Messenger."
 Curtis Publishing Co., Philadelphia, "Our Boys," "Vim" and "Our Teams."
 Davey Tree Expert Co., Kent, O., "The Davey Tree Surgeon's Bulletin."
 Davis Realty Development Co., St. Louis, "The Davis Messenger."
 Davis & Warde, Pittsburgh, "Warde's Words."
 Dayton Motor Car Co., Dayton, O., "Monthly Chat."
 Dean Electric Co., Elyria, O., "The Elyrian."
 Dean-Hicks Printing Co., Grand Rapids, Mich., "Catalog Efficiency."
 Deer, A. J., Co., Hornell, N. Y., "The Royal System and Service Bulletin."
 Deere & Co., Moline, Ill., "The Furrow."
 De Laval Separator Co., New York, "The De Laval Monthly."
 Denham, Robert C., Co., Cleveland, "The Cost Finder."
 Denver & Rio Grande, Denver, "The Service Gazette" and "The Railroad Red Book."
 Diamond Crystal Salt Co., St. Clair, Mich., "Salt Seller."
 Diamond Rubber Co., Akron, O., "Diamond."
 Dilg Mfg. & Trading Co., New York, "The Dilg Advisor."
 Diston, Henry, & Sons, Philadelphia, "The Diston Crucible."
 Dixon, Joseph, Crucible Co., Jersey City, N. J., "Graphite."
 Dodd & Struthers, Des Moines, Ia., "Lightning."
 Dodge Manufacturing Co., Mishawaka, Ind., "Power and Transmission" and "The Dodge Idea."
 Dorsey Co., Dallas, Tex., "The Office Force."
 Downs Printing Co., Fitchburg, Mass., "Printing Tips."
 Draper Co., Hopedale, Mass., "Cotton Chats."
 Drew, H. & W. B., Co., Jacksonville, Fla., "Drew's Imprint."
 Duplex Metals Co., New York, "The Copper Clad Primer."
 Eastman Kodak Co., Rochester, N. Y., "Studio Light."
 Eaton, Charles A., Co., Brockton, Mass., "Crawford Shoe Horn" and "Tips."
 Edison Co., New York, "The Edison Monthly" and "The Edison Weekly."
 Edison Illuminating Co., Brooklyn, "The Brooklyn Edison."
 Edison, Thomas A., Inc., Orange, N. J., "The Edison Phonograph Monthly," "The Kinetogram" and "The Phonogram."
 Edison Portland Cement Co., New York, "The Edison Aggregate."
 Eisenrath Glove Co., Chicago, "Action."
 Electric Service Supplies Co., Philadelphia, "The Keystone Traveller."
 Electrical Mining Publishing Co., Chicago, "Electrical Mining."
 Emerson Electric Mfg. Co., St. Louis, "The Emerson Monthly."
 Empson Packing Co., Longmont, Col., "Empson's Peapod."
 Erie Railroad, Jersey City, N. J., "The Erie Railroad Employees' Magazine."
 Excavating Engineer Publishing Co., Milwaukee, "The Excavating Engineer."
 Falconer Co., Baltimore, "Pulling Power."
 Farley & Loetscher Mfg. Co., Dubuque, Ia., "The Re-Saw."
 Farmers & Mechanics Trust Co., West Chester, Pa., "Money Works."
 Faxon & Gallagher, Kansas City, "Western Drug Record."
 Fay, J. A., & Egan Co., Cincinnati, O., "The 'Lightning' Line."
 Federal Rubber Co., Milwaukee, "Federal Feathers."
 Fiduciary Co., Chicago, "The Fiduciary."
 Field-Lippman Piano Stores, St. Louis, "Sharps and Flats."
 Finch, Van Slyck & McConville, St. Paul, "The Searchlight."
 Finck, F. J., Co., Galveston, Tex., "Stationery News."
 Findley Acker Co., Philadelphia, "Acker's Weekly."
 First National Bank of Chicago, Chicago, "The Review."
 Ford Motor Co., Detroit, "Ford Times."
 Fortuna Machine Co., New York, "Fortuna Magazine."
 Fralick, S. R., & Co., Chicago, "Fralick's Wedge."
 Franco-American Hygienic Co., Chicago, "Franco-American Chit Chat."
 Franklin Ptg. & Eng. Co., Toledo, O., "The Franklin Key."
 Free Press Ptg. Co., Mankato, Minn., "The Bulletin."
 Fulton, The John J., Co., San Francisco, "The Fulton Bulletin."
 Gable, William F., & Co., Altoona, Pa., "Store News."
 General Electric Co., Schenectady, "General Electric Review."
 General Fire Extinguisher Co., New York, "Automatic Sprinkler Bulletin."
 Genuine Bangor Slate Co., Easton, Pa., "Roof Salad" and "Handshake."
 Geuder, Paeschke & Frey Co., Milwaukee, "Cream City Ware Champion."
 Gilbert Printing Co., Columbus, Ga., "Gilbert's Circular."
 Gill, The J. K., Co., Portland, Ore., "Gill's Trade Help Bulletin."
 Gladding, H., Dry Goods Co., Providence, R. I., "The Bunch of Grapes."
 Glens Falls Insurance Co., Glens Falls, N. Y., "The Now and Then."
 Globe-Wernicke Co., Cincinnati, O., "Globe-Wernicke Doings."
 Goldschmidt Thermit Co., New York, "Reactions."
 Goodrich, The B. F. Co., Akron, O., "The Clincher" and "The Goodrich."
 Goodyear Tire & Rubber Co., Akron, O., "No-Rim-Cut News," "Wingfoot Clan" and "Goodyear—The Family Newspaper."

- Gordon & Ferguson, St. Paul, "The G. & F. Monthly."
- Gossard, The H. W., Co., Chicago, "The Gossard Corsetiere."
- Graham, John W., & Co., Spokane, Wash., "The Graham Light."
- Gramm Motor Car Co., Lima, O., "The Gramm."
- Grand Union Tea Co., Brooklyn, "The Tea Man."
- Greater Des Moines Committee, Des Moines, Ia., "Wealth."
- Griffith-Stillings Press, Boston, "Character."
- Grosset & Dunlap, New York, "Grosset & Dunlap's Business Promoter."
- Gurney Foundry Co., Limited, Toronto, "The Smoke Pipe."
- Hallett & Davis Piano, Co., Boston, "Chords and Discords."
- Hancock, John, Mutual Life Insurance Co., Boston, "The John Hancock Satchel."
- Harned & Von Maur, Davenport, Ia., "The Booster."
- Harris Automatic Press Co., New York, "Harris Monthly."
- Harris Automatic Press Co., Niles, O., "Speed."
- Harrison Supply Co., Boston, "Harrison's Magazine."
- Hartford Fire Insurance Co., Hartford, Conn., "The Hartford Agent."
- Hartford Steam Boiler Inspection and Insurance Co., Hartford, "The Locomotive."
- Hartford Suspension Co., Jersey City, "Auto Comfort."
- Hartshorn, Stewart, Co., East Newark, N. J., "Hartshorn's Roller."
- Heath & Milligan Mfg. Co., Chicago, "Co-operation and Expansion."
- Heinz, H. J., Co., Pittsburgh, "The 57."
- Hess-Bright Mfg. Co., Philadelphia, "Hess-Bright Journal."
- Hess Kellogg, Allentown, Pa., "Acorn and Oaks."
- Higham, Charles Frederick, London, Eng., "The Optimist."
- Hoffman, C. & Son Milling Co., Enterprise, Kan., "Fanchon Facts and Fancies."
- Holeproof Hosiery Co., Milwaukee, "The Hosier."
- Holophane Co., New York, "Holophane Illumination."
- Hood, C. I., Co., Lowell, Mass., "Hood Farm News."
- Hoosier Mfg. Co., New Castle, Ind., "Hoosier Ginger."
- Hoover Suction Sweeper Co., New Berlin, O., "Hoover Sweepings."
- Hopkins & Allen Arms Co., Norwich, Conn., "The Report."
- Hotpoint Electric Heating Co., Ontario, Cal., "Hot Points."
- Houghton, E. F., & Co., Philadelphia, "The Houghton Line."
- House of Hobberlin, Toronto, "Hustler."
- Hudson Motor Car Co., Detroit, "The Hudson Triangle."
- Husted Co., Cleveland, O., "Husted's Line O' Talk."
- Huyler's, New York, "Huyler's Hints."
- Indiana Union Traction Co., Anderson, Ind., "I. U. T. System Magazine."
- Inland Type Foundry, St. Louis, "The Practical Printer."
- Interborough Rapid Transit Co., New York, "Interborough Bulletin."
- International Correspondence Schools, Scranton, Pa., "Ambition" and "I. C. S. Messenger."
- International Harvester Co., Chicago, "The Harvester World."
- International Silver Co., Meriden, Conn., "The Silver Standard."
- International Time Recording Co. of New York, Binghamton, N. Y., "Time."
- International Trust Co., Denver, "The Bank Depositor."
- Irons & Russell Co., Providence, R. I., "The Emblem."
- Island City National Bank, Key West, Fla., "Island City Bank Items."
- James Mfg. Co., Fort Atkinson, Wis., "James Barn Magazine."
- Jamestown Lounge Co., Jamestown, N. Y., "Profitable Furniture."
- Jerry, Thomas B., Co., Kenosha, Wis., "Rambler Magazine," "The Demountable Wheel" and "The Rambler Circle."
- Jewell Nursery Co., Lake City, Minn., "The Jewell Bulletin."
- Johns-Manville, H. W., Co., Cleveland, O., "The J-M Roofing Salesman" and "The J-M Packing Expert."
- Johnson's, Iver, Arms & Cycle Works, Fitchburg, Mass., "The Hammer."
- Johnson & Johnson, New Brunswick, N. J., "Red Cross Messenger."
- Jones, Joseph W., New York, "The Speedometer."
- Jordan Marsh Co., Boston, "Store Topics."
- Julian & Kokenge Co., Cincinnati, O., "The J. & K. Shoe News."
- Justin State Bank, Justin, Tex., "Justin State Bank Bulletin."
- Kahn Tailoring Co., Indianapolis, "The Kahn Messenger."
- Kansas City Billiard Table Mfg. Co., Kansas City, "The Corner Pocket."
- Kaye, The Ralph, Co., Portland, Ore., "The Advertising Signpost."
- Kellogg Toasted Corn Flake Co., Battle Creek, Mich., "Kellogg's Square Dealer."
- Kemble & Mills, New York, "The Credit Man."
- Kennedy Optical Co., Detroit, "The Orbit."
- Kimball Press, Evanston, Ill., "Your Printer."
- Kirstein, E., Sons Co., (Shur-on glasses), Rochester, N. Y., "The Chronicle."
- Kistler, The W. H., Stationery Co., Denver, "Kistler's Comments."
- Klee & Co., New York, "The Clothes Line."
- Klinger, Richard, & Co., London, Eng., "Engineering Notes."
- Kochring Machine Co., Milwaukee, "The Mixer."
- Kramer, R. B., Kramer, Ind., "Mud-lavia."
- Larkin Co., Buffalo, "The Larkin Idea."
- Lawrence, W. W., & Co. (paint), Pittsburgh, "The Enthusiast."
- Leader Iron Works, Decatur, Ill., "The Leaderite."
- Levey Bros., Indianapolis, "Bank Notes."
- Lilley, M. C., & Co., Columbus, O., "Hand Luggage."
- Liquid Carbonic Co., Chicago, "The Liquid Bottler" and "The Liquid Dispenser."
- Locomotive World Publishing Co., Lima, O., "The Locomotive World."
- Loftis Bros. & Co., Chicago, "Loftis Magazine."
- Los Angeles Investment Co., Los Angeles, "Homes."

- Lowe Bros. Co., Dayton, O., "Little Blue Flag."
- Lucas, John, & Co., Philadelphia, "Lucas News."
- MacLean Daily Reports, Toronto, "Kinks."
- Macumber-Whyte-Moon Co., New York, "The Whyte Line."
- Madison Cooper Co., Watertown, N. Y., "Cold."
- Main Belting Co., Philadelphia, "The Leviathan."
- Malleable Iron Range Co., Beaver Dam, Wis., "The Monarch Messenger."
- Mandel Bros., Chicago, "Store News."
- Manufacturers' Demonstrating & Selling Co., Omaha, Neb., "Dutch Bill."
- Marcel, Geo., & Co., Montreal, Canada, "Montreal Land."
- Marine Publication Co., New Haven, Conn., "Fall River Line Journal."
- Marshall, Geo. E., Inc., Chicago, "Marshall's Monthly."
- Marshall-Wells Hardware Co., Duluth, "The Zenith."
- Marster's Vacation Tours, Boston, "Travel."
- Maryland Casualty Co., Baltimore, "The Budget."
- Maxwell Knitting Mills, Maxwell, Tenn., "Saxology."
- McCallum Hosiery Co., Northampton, Mass., "McCallum's Monthly."
- McCasky Register Co., Alliance, O., "The McCasky Bulletin."
- McClary Mfg. Co., London, Ontario, "McClary's Wireless."
- McCloy, A. W., & Co., (office fixtures), Pittsburgh, "McCloy's Magazine."
- McLain, The J. H., Co., Canton, O., "Practical Heating."
- McLean, Black & Co., Inc., Boston, "The Money Maker."
- McLennan, McFeely & Co., Ltd., Vancouver, B. C., "The Sunset."
- McWane Pipe Works, Lynchburg, Va., "Monthly Pipe Parley."
- Meehan, Thomas, & Sons, Inc., Germantown, Pa., "Meehan's Garden Bulletin."
- Meek, Co., Coshocton, O., "Ginger."
- Mengel & Mengel, Reading, Pa., "Mengel's Real Estate Register."
- Merchants' Association of New York, New York, "Greater New York."
- Merchants' & Mechanics' Savings Bank, Grafton, W. Va., "M. & M. Bank Notes."
- Mergenthaler Linotype Co., New York, "The Linotype Bulletin."
- Mermoid, Jaccard & King, Jewelry Co., St. Louis, "The Jewel."
- Metropolitan Life Insurance Co., New York, "The Metropolitan."
- Meyer Brothers Drug Co., St. Louis, "The D'sseminator."
- Meyer & Thalheimer, Baltimore.
- Miller Bros. & Baker, Harrisburg, Pa., "Facts and Figures."
- Mississippi Valley Trust Co., St. Louis, "Service."
- Missouri Pacific-Iron Mountain, St. Louis, "The Agent's Bulletin."
- Modern Canner & Heating Co., Bridgeport, Ala., "The Modern Canner."
- Moon Motor Car Co., St. Louis, "Moon Motor News."
- Muralo Co., The, New Brighton, N. Y., "Digit."
- Mutual Profit Realty Co., New York, "Realty Profits."
- National Candy Co., St. Louis, "Tips."
- National Cash Register Co., Dayton, O., "The Hundred Point Club Dispatch" and "The N. C. R. Weekly."
- National Cloak & Suit Co., New York, "The National Circle."
- National Enameling & Stamping Co., Milwaukee, "Nesco News."
- National Fire Proofing Co., Pittsburgh, "Building Progress."
- National Lead Co., New York, "The Dutch Boy Painter."
- National Piano Co., Boston.
- National Refining Co., Cleveland, "The National News."
- National Spring Bed Co., New Britain, Conn., "Slumber Budget."
- Nazareth Waist Co., New York, "The Ginger Jar."
- Nelitte Works of General Electric Co., Cleveland, "Illumination Progress."
- Newark Free Public Library, Newark, N. J., "The Newarker."
- New York Central Realty Co., New York, "The 6 Per Cent Exponent."
- New York Leather Belting Co., New York, "The Phenix."
- New York Telephone Co., New York, "The Telephone Review."
- New South Publishing Co., Chicago, "The New South."
- Niagara Paper Mills, Lockport, N. Y., "The Ambassador and Publicity Digest."
- Nicholls-Ritter-Goodnow Realty Co., St. Louis, "Saint Louis Real Estate."
- Noggle, S. W., Wholesale & Mfg. Co., Kansas City, "The Bull Dog."
- Northern Furniture Co., Sheboygan, Wis., "Northern Furniture."
- North German Lloyd Steamship Co., New York, "North German Lloyd Bulletin."
- Norvell-Shapleigh Hardware Co., St. Louis, "The Gimlet."
- Nye Tool and Machinery Works, Chicago, "The Exhaust Pipe."
- Obermayer, The S. Co., Cincinnati, O., "The Obermayer Bulletin."
- O'Brien & Son, M., Chicago, "Art."
- Ohio Brass Co., Mansfield, O., "O-B Bulletin."
- Orem, A. J., & Co., Boston, "Bulletin."
- Orenstein-Arthur Koppel Co., Pittsburgh, "The Rock Worker."
- Original Home Builders of Los Angeles, "The Maker of Homes."
- Ormsbee Engraving Co., Syracuse, N. Y., "Platology."
- Ostermoor & Co., New York, "The Ostermoor Herald."
- Ostrander, W. M., Inc., New York, "Land."
- Osborn Mfg. Co., Cleveland, "The Merry Moulder."
- Otis Elevator Co., New York, "The Indicator."
- Otis & Hough, Cleveland, "Safe Investments."
- Otto Gas Engine Works, Philadelphia, "The Otto Cycle."
- Packard Motor Car Co., Detroit, "The Packard."
- Paiste, H. T., Co., Philadelphia, "Paistery."
- Parks, The G. M. Co., Fitchburg, Pa., "Parks' Piping Parables."
- Parks, The John W., Printery, Plymouth, Mass., "Facts."
- Park & Tilford, New York, "The Park & Tilford Quarterly."
- Parke, Davis & Co., Detroit, "Modern Pharmacy."
- Parker, Holmes & Co., Boston, "The Shoe Merchant."

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Payne Investment Co., Omaha, "Land Owner."
Peacock Chemical Co., St. Louis, "The Doctor."
Peck, R. S., & Co., Hartford, Conn., "Peckanco Press."
Peck-Williamson Heating and Ventilating Co., Cincinnati, O., "The Underfeed News."
Penberthy Injector Co., Detroit, "Penberthy Engineer and Fireman."
Pennsular Paper Co., Ypsilanti, Mich., "Cover Chat."
Pennsylvania Casualty Co., Scranton, Pa., "The Fieldman."
Pennsylvania Coal & Coke Corporation, New York, "Coal Facts."
People's Savings Bank, Pittsburgh, "Thrift."
Pere Marquette R. R. Co., Detroit, "Pere Marquette."
Pettingell-Andrews Co., Boston, "Juice."
Philadelphia Electric Co., "Bulletin of the Philadelphia Electric Co."
Philadelphia Hardware Dealers (Henry Disston & Sons, Inc.; Miller Lock Co., North Brothers Manufacturing Co., Fayette R. Plumb, Inc.; The Enterprise Manufacturing Co. of Pa.), "Philadelphia-Made Hardware."
Philadelphia Suburban Gas & Electric Co., Philadelphia, "Suburban Service."
Photo Materials Co., Milwaukee, "Photo Dodger."
Pingree Shoe Co., Detroit, "Pingree Book."
Pittsburgh Publicity Assn., Pittsburgh, "Peepya Tonic."
Plimpton Mfg. Co., Hartford, Conn., "Plimpton's Business Builder."
Plymouth Cordage Co., North Plymouth, Mass., "Plymouth Twine News."
Polk & Calder Drug Co., Troy, N. Y., "P. & C. Price Digest."
Postal Life Insurance Co., New York, "The Postroad."
Postal Telegraph Co., New York, "Postal Telegraph."
Poth, F. A., & Sons, Inc., Philadelphia, "Otto's Talks."
Pratt & Lambert, Inc., Buffalo, "Varnish Talks," "Selling Powers" and "Co-opt-or."
Pressing & Orr Co., Norwalk, O., "Without Hulls."
Prudential Insurance Co., Newark, N. J., "The Prudential Weekly Record."
Putnam's, G. P., Sons, New York, "The Reader."
Rae Co., The, New York, "Electrical Progress."
Rapid Motor Vehicle Co., Pontiac, Mich., "The Rapid Way."
Raymond, The C. W., Co., Dayton, O., "The Claycrafter."
Raymond, Frank Jewel, St. Louis, "Raymond's Backbone Builder."
R-C-H Corporation, Detroit, "The Ginger Jar."
Real Estate Trust Co., Pittsburgh, "The Shield."
Realty Syndicate, Oakland, Cal., "Realty News" and "The Syndicate's Magazine."
Reilly Publishing Co., Kansas City, "Proof Sheet."
Remington Typewriter Co., Ilion, N. Y., "Remington Notes."
Reo Motor Car Co., New York, "Reo Echo."



Persistent Publicity of a Quality Trade Mark

A striking example of
consistent advertising
—steady, month-in-
month-out trade mark
"hammering" — for
over half a century,
is that of

1847

ROGERS BROS.

*"Silver Plate
that Wears"*

The readers of this publication are interested in advertising. When called upon to cite instances of extraordinary trade mark exploitation, the success of **1847 ROGERS BROS.** silverware can be mentioned as a staple that has won through merit and advertising.

INTERNATIONAL SILVER CO.
Meriden, Conn.

Successor to Meriden Britannia Co.



- Representatives' Club, New York, "The Representative."
- Republican Publishing Co., The, Hamilton, O., "Progressive Publicity."
- Rice & Hutchins, Boston, "Push."
- Richardson Press, New York, "Richardson Impressions."
- Rickard, Arthur, & Co., Sydney, Australia, "Review."
- Rieger, Paul, & Co., San Francisco, "Dollars and Scents."
- Roberts, H. C., Electrical Supply Co., Philadelphia, "The Converter."
- Roberts, Johnson & Rand Shoe Co., St. Louis, "The Evidence."
- Rock Island-Frisco Lines, Chicago, "South West."
- Roehm-Richards Co., Dayton, O., "Comfort Chat."
- Rollins, E. H. & Sons, Boston, "The Rollins Magazine."
- Rotograph Co., New York, "The Post Card Dealer."
- Rowe, The C. H., Co., Pittsburgh, "Rowe's Advertiser."
- Royal Tailors, Chicago, "Timely Talks."
- Royal Typewriter Co., New York, "The Royal."
- Ruby Manufacturing Co., Jackson, Mich., "The Ruby."
- Rudge-Whitworth, Ltd., Coventry, Eng., "The Rudge Record."
- Rumely, M., Co., La Porte, Ind., "Rumely Power, Seed and Soil."
- Rutherford Rubber Co., Rutherford, N. J., "The Sterling Spur."
- Ryerson, Jos. T. & Son, Chicago, "Ryerson's Monthly Journal and Stock List."
- Santa Fe Railroad Co., Chicago, "The Earth."
- Savings Union Bank & Trust Co., San Francisco, "Savings Union Service."
- Schaufele, Wm. J., New York, "The Schaufele Monthly."
- The Schipper & Block, Peoria, Ill., "The Schipper & Block Store News."
- Scott Paper Co., Philadelphia, "The Scott Quarterly."
- Seaboard Air Line Railway, Portsmouth, Va., "Seaboard Magazine."
- Second National Bank, Nazareth, Pa., "Second National Bank Messenger."
- Security Cement & Lime Co., Baltimore, "Farm Economies."
- Security Savings & Loan Co., Birmingham, Ala., "The Security Savings & Loan News."
- Selz Shoe Co., Chicago, "Shoe News."
- Semi-ready, Ltd., Montreal, "The Semi-ready Special."
- Sharples Separator Co., West Chester, Pa., "The Separator News."
- Sherwin-Williams Co., Cleveland, "The Colorist," "The Spectrum," "The SWP," "Home Decorator" and "Chameleon."
- Sholes, The Charles E., Co., New York, "Things Chemical."
- Sill Stove Works, Rochester, N. Y., "Sterling Spirit."
- Silverwood, F. B., Los Angeles, "Why?"
- Simonds Manufacturing Co., Fitchburg, Mass., "Simonds' Guide for Millmen."
- Sinin Printing Co., Lansing, Mich., "A Modern Printery."
- Sleepy Eye Milling Co., Sleepy Eye, Minn., "Food for Thought."
- Smith, A. M., Minneapolis, "The Amisco Monthly."
- Smith-Brooks Printing Co., Denver, "Tutt's Long Book."
- Smith, H. B., Machine Co., Smithville, N. J., "The Mechanic."
- Smith, Lee S., & Son Co., Pittsburgh, "Oral Hygiene."
- South, A. N., Mfg. Co., Red Oak, Ia., "Tie-Talk."
- Speedwell Motor Car Co., Dayton, O., "The Speedwell."
- Sphinx Club, London, Eng., "The Sphinx."
- Spinning, Davis & Steele, Rochester, N. Y., "The Rapid Salesman."
- Spirella Co., Meadville, Pa., "The Spirella Monthly."
- St. Anthony Hotel, San Antonio, "The Coyote."
- Stafford Engraving Co., Indianapolis, "The House of Ideas."
- Standard Furniture Co., Seattle, Wash., "Zizz."
- Standard Sanitary Mfg. Co., Pittsburgh, "Modern Sanitation."
- Star Monthly, The, Oak Park, Ill., "The Star Monthly Solicitor."
- Stauntons, Ltd., Toronto, "Gilt and Glimmer."
- Stearns & Co., Frederick, Detroit, "The New Idea."
- Stedman Bros., Ltd., Brantford, Ont., "Stedman's Monthly."
- Stephens-Adamson Mfg. Co., Aurora, Ill., "The Labor Saver."
- Stetson Shoe Co., South Weymouth, Mass., "Stet."
- Stevens & Co., Providence, R. I., "S-Q Advertiser."
- Stone-Ordean-Wells Co., Duluth, "Ginger."
- Straus, S. W., & Co., Inc., Chicago, "The Investors' Magazine."
- Strong Machinery & Supply Co., New York, "That Intricate Packing Question."
- Studebaker Bros. Mfg. Co., South Bend, Ind., "Studebaker Library Bulletin."
- Studebaker Corporation, Detroit, "Studebaker News."
- Studebaker Corporation, South Bend, Ind., "The Studebaker."
- Suffolk Engraving & Electrotyping Co., Boston, "The Suffolk."
- Sullivan Machinery Co., Chicago, "Mine and Quarry."
- Sun Life Assurance Co. of Canada, Montreal, "Sunshine."
- Taylor, H. D., Co., Buffalo, "The H. D. Taylor Monthly."
- Taylor Instrument Cos., Rochester, N. Y., "Tycos-Rochester."
- Taylor, R. & G., Co., Philadelphia, "The Arrow" and "Roofing Tin."
- Technical Supply Co., Scranton, "Things Technical."
- Texas Co., The, New York, "Paving and Roads."
- Thompson, Henry G., & Son Co., New Haven, Conn., "Wise Saws."
- Thomson & Burton Co., Chicago, "Profitable Retailing."
- Three-In-One Oil Co., New York, "Three-in-One Sense."
- Timken Roller Bearing Co., Canton, O., "Timken Magazine."
- Title Insurance Co., New York, "Title Insurance News."
- Tobias, Chas., Bro. & Co., Cincinnati, "The Eagle 'Cap-Ad' Book."
- Todd, G. W., & Co., Rochester, N. Y., "The Protectograph."
- Toledo Cooker Co., Toledo, O., "The Kitchen Furnisher" and "The Ideal Salesman."
- Toledo, St. Louis & Western R. R. and



One of the 12x30 ft. signs which comprise the New Century Flour Display on the O'Brien Bulletins, Pittsburgh

DEALER
MINNEAPOLIS, MINN.
ASTORIA, O. SAGOTA
KEEFIELD, O. SAGOTA

GEO. C. CHRISTIAN & CO.

209 FERRY STREET

PITTSBURGH, PA.

PHONES:
BELL 891 COUNTRY
P & A. 3033 MAIN

December 6, 1912,

The G. G. O'Brien Co.,

Pittsburgh, Pa.

Gentlemen:

I am pleased to hand you herewith renewal of our contract for the coming year for bulletins and wall spaces. This makes the seventh consecutive year we have used your boards, which speaks for itself that it has been entirely satisfactory as an advertising medium, and in our opinion is the best advertising in Pittsburgh.

Yours very truly,

GEORGE C. CHRISTIAN & COMPANY.

Per J. C. Stewart

JCS M

The renewal of an advertising contract speaks louder than words. Every advertising man in the world will agree to that.

Seventy per cent of the advertisers on the O'Brien Bulletins have been using the signs continuously for periods ranging from 5 to 20 years.

G. G. O'Brien

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Pittsburgh

the Chicago & Alton R. R., Chicago, "Clover Leaves."
 Transylvania Prtg. Co., Lexington, Ky., "Office Helper."
 Trenton Potteries Co., Trenton, N. J., "Sanitary Pottery."
 Triangle Waist Co., Inc., New York, "The Triangle News."
 Triumph Electric Co., Cincinnati, "Triumph Chronicle."
 Troy Laundry Machinery Co., Ltd., Troy, N. Y., "Troy Topics."
 Trumbull Electric Manufacturing Co., Plainville, Conn., "Trumbull Cheer."
 Trussed Concrete Steel Co., Detroit, "Trussed Concrete Bulletin."
 Tucc Co., New York, "Tucc-170."
 Tungstolier Co., Conneaut, O., "The Fixtureman."
 Turner Construction Co., New York, "Reinforced Concrete Buildings."
 Tyler, The W. S. Co., Cleveland, "Through the Meshes" and "The Latch String."
 Underfeed Stoker Co. of America, Chicago, "The Publicity Magazine."
 United Gas Improvement Co., Philadelphia, "New Business" and "A Thousand Uses for Gas."
 U. S. Grant Hotel, San Diego, Cal., "Tactics."
 United States Tire Co., New York, "U. S. for U. S."
 Universal Portland Cement Co., Chicago, "Universal Bulletin" and "The Farm Cement News."
 Van Dyck & Co., New York, "Van Dyck's Booster."
 Van Hoesen, H. M., Co., Chicago, "Letters."
 Victor Talking Machine Co., Camden, N. J., "The Voice of the Victor."
 Wachovia Bank & Trust Co., Winston-Salem, N. C., "The Solicitor."
 Wade & Sons Prtg. Co., Toledo, O., "Wade's Waves."
 Wadhams & Kerr Bros., Portland, Ore., "The Grocer."
 Wagner Mfg. Co., Cedar Falls, Ia., "Hardware Specialist."
 Waldorf Shoe Co., New York, "The Waldorf Drummer."
 Wallace, R. & Sons Mfg. Co., Wallingford, Conn., "The Wallace."
 Walker, W. & H., Pittsburgh, "The Walker Bulletin."
 Walkenhorst & Park, Kansas City, "Silent Representative."
 Walther Printing House, Philadelphia, "Walther's Ad."
 Wanamaker, John, Philadelphia, "Store and Home" and "La Dernière Heure a Paris."
 Warner, Charles, Co., Wilmington, Del., "The Mason Builder."
 Warner Instrument Co., Beloit, Wis., "Warner's Auto-Speed."
 Washington Life Insurance Co., Charlotte, N. C., "Carolina Investor & Insurer."
 Waterman, L. E. Co., New York, "The Pen Prophet."
 Watkins, Will A., Co., Dallas, Tex., "Watkins' Bulletin."
 Waukesha Motor Co., Waukesha, Wis., "Power and Efficiency."
 Weed Chain Tire Grip Co., New York, "The Weed."
 Welch Grape Juice Co., Westfield, N. Y., "Welch's Magazine."
 Westheimer, Ferdinand, & Sons, Cincinnati, "The Cork Screw."

Western Electric Co., New York, "Western Electric News."
 White Co., Chicago, "White Products" and "White Bulletin."
 Whiteside & Blank, Newark, N. J., "The Cres-Arrow."
 Williamson-Haffner Engraving Co., Denver, "The Lariat."
 Willys-Overland Co., Toledo, O., "Overland Scout."
 Wilmot Castle Co., Rochester, N. Y., "Castle Courier."
 Winton Motor Carriage Co., Cleveland, "The Auto Era."
 Witherbee Igniter Co., New York, "The Witherbee."
 Witmark, M., & Sons, New York, "Our Salesman."
 Wood, Harmon & Co., New York, "The Wood-Harmon Magazine."
 Wroe, W. E., & Co., Chicago, "Wroe's Writings."
 Wyman, Partridge & Co., Minneapolis, "Dry Goods Information."
 Yawman & Erbe Mfg. Co., Rochester, N. Y., "The 'Y. & E.' Idea."

THE GUARANTEE 2,400 YEARS AGO

Here is what I read in *Harper's Weekly* about a contract entered into by Marashu Sons, of Nippur, about the year 464 B. C. Investigations conducted under the auspices of the University of Pennsylvania at Nippur revealed the "archives room" of the firm of Marashu Sons, doing an extensive business under the reign of Artaxerxes I. Among the hundreds of records of mortgages, notes, and legal contracts of all sorts this "guarantee or money-back" agreement was found:

"Bel-ad-iddina and Beishuna, sons of Bel and Hatim of Bazubu, spoke unto Belnadin-shumu, sons of Marashu, thus: 'As concerns the gold ring set with an emerald, we guarantee that for twenty years the emerald will not fall out of the gold ring. If the emerald should fall out of the gold ring before the end of twenty years, Bel-ad-iddina, Belshun and Hatim shall pay unto Belnadin-shumu an indemnity of ten mana of silver.'"

Remarkable, isn't it? And it isn't so very long ago that we "moderns" found similar practices necessary!

And all these leases and bills of sales covering properties of real estate, slaves, and beasts, and all these deeds and legal documents, were engraved in clay! The records show that Marashu Sons were big agents for the rich Persians who preferred to spend their days in gayety in the "city" rather than attend to their affairs of business in the provinces. And Marashu Sons thrived on the revenues thus gained.

Remarkable, isn't it? And I wager that if we could read all the records buried under the ruins of centuries, we could learn from those old captains of business!—*Advertising and Printing.*

David M. Botsford has entered the agency business in Portland, Ore. For the last two years Mr. Botsford has been the advertising and sales manager of Meier & Frank Company, Portland, one of the largest department stores west of Chicago.

GOOD TREATMENT OF LONG, NARROW COLUMN

✓ DIFFICULT PROBLEM AT THE BEST—SUCCESSFUL ADS ARE THOSE BUILT WITH REFERENCE TO THE "GOLDEN" OR OPTICAL CENTER

By Gilbert P. Farrar

What is a good layout and typographical treatment of the long, narrow column in the newspapers or the "large-page" magazines? The problem has always been with us, in regard to the newspapers. In view of the fact that many of the old "standard size" magazines have joined the ranks of "large-page" magazines, the need of good treatment is more generally felt.

First of all, the long, narrow column is unnatural to the eye. The eye, being round, travels in circles of equal diameter in area.

A quarter-page two-column ad in a "large-page" weekly, or monthly, can be read without a perceptible change of the reader's head, and the features of such an ad may be grasped almost instantly. This is not the case with the long, narrow column, which amounts to a quarter-page in the large-page periodical.

Now, we are face to face with the real problem of the long, narrow column, namely what part of the ad does the reader see first?

To determine this we must try to find where the eye first "lands" on the ad. Make this test yourself and you will find that your eye looks first just above the direct center of an ad. According to the authorities, this is the "golden" or optical center.

This being the case, we must have a strong heading or the name of goods as near the golden center as possible.

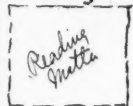
What are we to do with the space at the top?

For your answer, study Figs. 3 and 4.

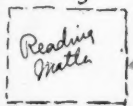
The Burson Hose ad (Fig. 3) is an unusually effective ad, because as the eye strikes the optical center of the ad the edges



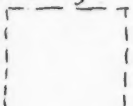
First Heading



Second Heading



Third Heading



ADDRESS



Name of Goods Here



Sub-Heading



ADDRESS

FIGS. 1 AND 2—TWO WAYS OF GIVING UNITY TO LONG, NARROW AD

of the vision will take in the exceptionally strong headlines and instantly connect these headlines with the other strong display which is the name of the goods and what the advertiser is paying his money to make known. Then the eye lifts and we see an interesting illustration.

Notice that the display type

in the Burson ad is in perfect harmony with the shape of the ad. The Revillon Frères ad (Fig. 4) is a very clever use of the full figure.

Notice that while the name lines are a trifle below the optical center, the lady's pointed toe carries the eye from the figure to the name almost unconsciously.



The Exact Fit—Perfect Shape

of Burson Stockings have set women free from the mistake that well fitting stockings must be high in price. Burson Hose at medium cost secure to, every woman perfect stocking comfort without the useless cost of the worse than useless seam.

BURSON

Fashioned Hose

are made to fit in the knitting by machines that fashion the smooth back—not only to add to their beauty; not only to avoid chafing caused by the ridge of seam, but to protect you against possible split of that unreliable row of stitches.

The Burson way is the certain way, weaving right into them the shape that lasts.

Ordinary "seamless" hose have the shape just *crowd* in—the first washing leaves them straight and baggy. The Burson shape is there to stay. And the classic knee is made to fit and secure you against the strain of tight hose-supporters.

NOTE—The Burson line is adapted to all weavers. There are sizes for "Runs" for heavy women, to "high" and "low" heights, made for slender women. Men's and boys' size fits and even size fits. Any one desiring a set of illustrations, will be sent direct from us.

BURSON
KNITTING CO.
Rockford, Ill.



Revillon Frères Furs

FOUNDED 1783

THE feeling of confidence enjoyed by the clientele of Revillon Furs rests upon the genuineness of the skins, as well as the perfection of style and workmanship. Revillon Frères are the largest buyers of raw skins in the world. They secure at first hand the most desirable furs that come into the market and make them up in their own workrooms under the supervision of skilled designers. The Revillon label on a garment, however inexpensive it may be, is an absolute guarantee of reliability.



We have prepared a **Ministère Catalog**, showing about fifty of the year's best styles in coats and sets. We will send it to you free on application, with the name of the nearest dealer who can show you Revillon Furs. Address Dept. B.

REVILLON FRÈRES
10 West 34th Street New York

"Getting ready for the fall with Diamond Dyes"



Made over from a white serge dress to a

—pattern and we made her a stylish tan serge suit. I had the serge in a whole gown for three years.

"We made lady Helen all new frocks from — patterns. All of them we made from our different clothes that we ripped up and recycled."

"Then we dyed all of our library carmine dyes, warm red, and the effect is so pretty. Thank you for the advice on dyeing freshers. They came out like new, and I realize now all I needed was the Diamond Dye Direction Book."

Mrs. Frederick Leland, Philadelphia, Pa.

You can make new gowns by making new colors—you can brighten up and renew your wardrobe with Diamond Dyes. You can transform the color of draperies, curtains, rugs, and carpets.

Diamond Dyes are the magic workers of the home.

Diamond Dyes

There are two classes of Diamond Dyes—ones for Wool or Silk, the other for Cotton, Linen, or Mixed Goods. Diamond Dyes for Wool or Silk now come in Blue, cerise, and red, as heretofore, those for Cotton, Linen, or Mixed Goods are in White envelopes. Here's the Truth About Dyes for Home Use.

Our experience of over thirty years has proven that our dyes are safe and unconditionally reliable. They are not adulterated with any harmful chemicals. They are not made from any of the many cheap dyes that are sold in the market. They are made from the best materials available. They are made in the United States. They are made by the Diamond Dye Company, Inc., New York, N.Y.

Valuable books are sent at once, and several others are sent on request. Address: Diamond Dye Company, Inc., New York, N.Y.

Do Not Be Deceived

For these reasons we emphasize the name of Diamond Dyes. We are the only company in the United States that has been in business for over thirty years. We are the only company in the United States that has been in business for over thirty years. We are the only company in the United States that has been in business for over thirty years.

Diamond Dyes are sold at the following prices:

Valuable Books and Samples Free. Send us your name and address, and we will send you a free copy of our book, "The Truth About Dyes," and a sample of our dyes. We will also send you a sample of our dyes. We will also send you a sample of our dyes.

DELPARK Productions



WHEN you see the *Winged Foot* on any Belonging of Men's Dress, you can be sure it's at the head in quality—novelty—originality—finish—"the little touch that means so much" to punctilious men. Delpark Productions enfold

PAJAMAS, Night Robes, "Lock-in-One" Athletic Undershirts, Athletic Union Suits, "Quillock" Evening Ties, Evening Waistcoats, Room Robes, Waistcoat Edgings, Washable Scarfs.

ALL these Delpark Productions are sold by the best Clothiers, Men's Furnishers and Department Stores at the prices of second-best articles.

FOLLOW the *Winged Foot* into the shop that shows it in its window. For a postcard, a dainty booklet on the Etiquette of Men's Dress. Address

DELPARK, Inc.
BERNARD PARKER, President
Broadway at 31st St., New York
North American Building Chicago
Los Angeles San Francisco

When the eye strikes the optical center of the Diamond Dyes ad (Fig. 5) it does not have a place to begin reading, for there is nothing there but light-faced type. The heading being at the

top, looks as though it might slide off the edge, while the name line—Diamond Dyes—gives the impression of trying to sneak out of the bottom of the ad.

When the eye strikes the Del-park ad (Fig. 6) just above the center, the reader will usually glance from that point down without knowing what it is all about. The name line, being at the top, is too far from the place where the eye and ad meet.

"Well," says some seeker after knowledge, "how about a straight type ad of the reason-why style with a few bold headings?" And also, "How are you going to hold this kind of an ad together?"

The layout (Fig. 1) shows a plan for use where there is more than one heading. The heavy rules at the top and bottom of an ad of this kind will balance the display lines and produce a pleasing whole. The medium-toned vertical rules down the sides of an ad of this nature will make it easy for the eye to read all the headings (which should give a connected canvas) at one glance. This is based upon the theory that straight lines suggest speed to the mind through the eye.

The problem of a long, narrow ad is to hold it together—make a unit of the entire ad. The heavy rules at the top and bottom of the layout shown as Fig. 2, when connected with the side rules, should present copy of this nature very effectively.

If the name line or headline in the center is of sufficient interest, the heavy rule at the top seems to lead the eye to the top of the ad and the reader begins the story.

The problem of making the long, narrow ad hold together is masterfully handled in both the Carnation Milk ad (Fig. 7) and the Albrecht's Fur ad (Fig. 8).

Of course, every proposition does not have a carnation in the name or make-up,

Reduce your milk and butter bills

USE Carnation Milk when making pie crust, biscuits, dumplings and all pastries, cookies and cakes. It adds to the quality, the flavor and the digestible properties of everything made with it or cooked with it. Use it with all vegetables requiring milk as a seasoning or thickening. Carnation Milk is always fresh, pure, clean and sweet.

CARNATION MILK
—From Contented Cows

For coffee, use it as it comes from the can, when it has the consistency of rich cream. For fruit or cereals, dilute with equal part of pure water, making it equal in quality to a rich raw milk. Make a test of our assurance today: Get a can of Carnation Milk for a dime from your grocery. Open it; examine it; taste it. You will be pleased with its fine creamy color, you will like its delicious, creamy taste more and more as you use it. Try it for every milk use. Bear this in mind: Carnation Milk absolutely relieves you of the danger of bringing infection into your home through the milk supply.

FREE BOOK "How to select an animal product for maximum nutrition, and the way of fitting each milk." Write for your copy today.

Tell me, Mr. Baby, how do you like your milk?

CARNATION MILK
—The Modern Milkman
"From superior to all others in pure cream milk."
PACIFIC COAST CONDENSED MILK CO.
General Offices, Seattle, U. S. A.
Exclusive representatives in the State of Washington, Clatsop, Puget Sound and Kitsap.

Learn The Truth About Furs Before You Buy

Your Copy of Albrecht's Fur Facts and Fashions

Impart valuable information that even many dealers are unfamiliar with—facts that enable you to make judicious selections, and to be absolutely certain of the genuineness and worth of your purchase. The latest approved styles are vividly portrayed—a variety so large that any woman can select furs to suit her personality and pocketbook. Contains illustrations from actual photographs in natural colors. Tells you how furs are made. Gives complete descriptions, prices, grading, marking properties, usual trade names and corresponding common English names of all furs. You are entitled to know what you get for the money you pay. We believe it only common honesty to give this information—an advantage that all Albrecht patrons have always enjoyed.

The illustration shows:
Model 140 and Savings \$43.00
Bustle for \$10.00

You can secure Albrecht's Fur free desires in various places, or we will ship to you direct and prepare charges on cash orders. You take no risk. If Albrecht's Fur is not suitable very or as represented we promptly refund your money.

Good Taste In Furs

is immediately recognized in the woman who wears Albrecht's. Thousands of satisfied patrons look for the Albrecht's Trade Mark when they buy furs, knowing from experience that it is their assurance of genuineness and utmost value. Surely fifty-seven years in the fur business is a good assurance of reliability.

It is true that Albrecht's Fur, though at the highest standard, cost no more than the ordinary kind. The fact that we buy skins direct from the tanners in large quantities and make them up in our own clean, sanitary workrooms enables us to do this.

Remember, in buying "Albrecht's Fur" you are relieved of all doubts as to the genuineness.

E. Albrecht & Son
Rich and Hummel St., Seattle, U. S. A.

FIGS. 7 AND 8—BOTH ADS ARE EXAMPLES OF EFFECTIVE HANDLING

The illustrations in the Blue Label Ketchup (Fig. 10) are just heavy enough to form perfect balance, and the ad forms an effective unit. The trade-mark in this ad should be a trifle lower and the words "Delicious, Appetizing, Satisfying" set in lighter-face type. This would give contrast to the trade-mark and these words.

The style shown in the Hansen Glove ad (Fig. 11) is also used by Mennen's Talcum Powder, Armour's Bouillon Cubes and others.

This style is the use of sections which are connected by lines or articles similar to the manner shown in the Hansen Glove ad.

As the name and the article dominate the Hansen Glove ad, it does not seem likely that the average mind would fail to connect the two.

The pointed bottom of this ad also helps to make it appear shorter at first glance.

Fig. 12 shows an ad with a long list of articles without brand name. Anyhow, the maker's name does not connect with goods at second or third glance.

The variation of type faces in this ad makes it difficult for the reader to "get aboard"—to find a beginning, to start reading.

THE BATTLE OF THE BARDS

NEW YORK, Dec. 24, 1912.

Editor of PRINTERS' INK:

A New York brewer advertises the following verse in the street cars:

"Try a case and realize
All our Beers are pasteurized;
That our price satisfies
And the quality gratifies."

This effusion evidently "got the goat" of a rival poet, who sent in to the firm this protest and offer:

"Gott in Himmell! such a verse!
Could a schoolboy do much worse!
Now if you want something fine
Writing verse is where I shine.
If you'll pay a case or two—
(I mean 'gelt' and not the brew)
I'll write verse and make a bet
Increase in your trade you'll get.
If your trade does not increase
With the spreading of my grease,
You will owe me not a sou—
I'll set up the beer for you!"

The letter was signed "L. White" and the brewer is now hesitating between making the new poet an offer to be "Beer Laureate" or getting him a job in a boiler factory.

J. G. S.

What Are YOU DOING IN CALIFORNIA ?

Are you getting your share of business in this rapidly growing, prosperous and progressive Golden State?

Some big advertisers are making mistakes in this Western Territory.

ARE YOU ONE?

A manufacturer of a Nationally advertised summer drink discontinued his advertising in San Francisco in August. The warmest months in San Francisco are September and October.

Some time ago ice skates were advertised throughout California. Outside of our far away mountain tops, the ice in California is manufactured.

Many Eastern advertisers fail to comprehend that California is 3,300 miles away from New York.

Let us make your advertising an investment not an expense.

When you plan a campaign for the West, remember

**ON THE PACIFIC
COAST IT IS COOPER**

Write today for our list of California publications and any other information desired.

**COOPER
ADVERTISING CO.
SAN FRANCISCO**

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Philadelphia Office: Evening Bulletin Building. THEODORE E. ASH, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$50; half page, \$25; quarter page, \$12.50; one inch, \$4.20. Further information on request.

JOHN IRVING ECKER, Editor.

New York, January 2, 1913

The Kellogg Case The suit of the Government against the Kellogg Toasted Corn Flake Company, reviewed on page 17 of this issue of PRINTERS' INK, has brought forth the usual crop of comments in the press. We are told, on the one hand, that it is the Government's benevolent intention to pry the poor consumer out of the grip of the "Breakfast Food Trust"; and we are assured, on the other, that it is the design of a reckless administration to ruin the manufacturing industry of the country. Advocates of either contention quote court decisions as authority for their views, and quite frequently quote them wrong. The subject of price maintenance under the Sherman law is one which puzzles the greatest legal minds of the day, yet a cocksure newspaper writer can call somebody up on the telephone, get a list of recent cases, and write an editorial settling the whole question in ten minutes.

The manufacturer, coming

downtown of a morning, reads on the editorial page of his favorite paper that the Supreme Court, in the General Electric case, decided that it was illegal to fix the price on patented incandescent lamps, therefore the Kellogg Company cannot fix the price on a patented package. As a matter of fact, the General Electric case never reached the Supreme Court and never will; moreover, the District Judge who decided it did not declare illegal the fixing of prices on patented lamps. Otherwise the editorial report is quite correct. But the manufacturer doesn't know that, and he begins to wonder where he is going to come out in his own business. The harm that is done by half-baked opinions is not measured by the importance or unimportance of the particular case under discussion.

According to the statements made to our Washington correspondent by members of the Assistant Attorney-General's staff, the part in the suit played by the patented package is expected to be very slight. This view is shared by W. K. Kellogg. Is it the purpose of the Government to determine, once for all, whether the policy of price maintenance is in accord with the public welfare? It begins to look that way.

In the last analysis, of course, the courts will decide this question in the light of public policy, and public policy, broadly speaking, is that which the people really want. Do they want the assurance that they can buy quality goods at a reasonable price, and the same price here and everywhere? Or do they want to go back to the old free-deal-and-bargain-sale system of barter? It is to be remembered that the Kellogg case is not a question of monopoly. Anyone who prefers not to pay the stipulated price is at perfect liberty to buy some other corn flakes, and there are plenty to choose from.

If the Government wins its case against the Kellogg Company (as it may if the case is not dropped by the incoming Administration), it will not necessarily mean the end

of price maintenance. It will not mean that *unless* price maintenance is contrary to public policy. For if the people really want the protection of fixed prices, it will not take Congress long to repeal any laws which stand in the way. As soon as it becomes a matter of immediate interest to the general public, representatives will begin hearing from their constituents, and that day can be materially hastened by educating the consumer as to what a fixed price really means.

There is bound to be a period of uncertainty, of course, and it is quite possible that price maintenance will be knocked out for a time. But that some legal means of effecting it will be found we do not doubt, and those manufacturers who believe in the one-price policy and know *why* they believe in it can do much to hasten the day.

PRINTERS' INK says:

Some folks like to do things the hardest way—it looks so impressive.

Honesty and Efficiency

When the head of the house jots down a memo. on his desk pad he is advertising to himself. Except for this sort of instance, there is no more direct advertising than that which he addresses to his sales and office force through letters, announcements, house-organs and more and more often in the form of manuals, booklets and "sentiments" embodying the house spirit or as often as not prefiguring it. And the growing frequency of this sort of advertising which begins at home is the best kind of evidence that business men are beginning to see the importance of it.

It is something to educate the consumer, it is a great deal to win over the dealer but it is nine points of the battle to have an intelligent, disciplined, enthusiastic army of workers at your back. The big concerns make a practice of schooling their salesmen and keeping up their post-

graduate education, by means of literature and conventions, and more and more of the lesser concerns are making use of the booklet and "sentiment" to the same end.

The whole movement finds a commentary in a significant quotation from one of the most interesting of these booklets, published by the Cleveland Trust Company for the 251 people on its payroll.

There is a new definition of honesty in the business world to-day, which is that honesty is efficiency.

The honest way of conducting a transaction is the best, the easiest, the efficient way.

We may pass over the special reason that a bank or trust company has to inculcate honesty in its employees. What we are chiefly interested in is the relation of honesty to efficiency. What is it to be efficient but to be scrupulous in all the constituent details of an undertaking? What is it to be honest but to be efficient in the doing of every act that contributes to the result?

Is a price fair—that is to say, *honest*? How can we tell except by running through the items that compose it and knowing whether or not efficient labor went into the article's making? Seeing that the cost of manufacture bears a more or less definite relation to the selling price, is a manufacturer honest who permits slipshod methods in his factory or in his selling force? If he recognizes himself as being under any obligation to the public, it can hardly be anything else than to *protect it from inefficiency*.

It is not sufficient to have honest intentions; we must have honest acts. Let us put it in a nutshell—honesty is the soul of efficiency; efficiency, *honesty in action*. A business man, whether manufacturer or merchant, cannot be honest unless at the same time he is efficient according to his lights. One might almost add, in these days, that he cannot be honest unless he is learning how to be *more efficient*. Then is the obligation to learn as well

as to do and unless he discharges the obligation, sooner or later it will bankrupt him.

PRINTERS' INK says:

You can't convince a man by calculus when he has just reached long division.

Co-operative Sampling

A premium concern which furnishes coupons to manufacturers to pack with their products, these coupons to be exchanged by the consumer in a local department store for merchandise out of the regular stock, has been conducting co-operative sampling campaigns for the 26 subscribers to the system, in the course of which packages containing a sample of each product have been given to visitors to the stores where the coupons are redeemable. In Scranton, Pa., for example, a thousand packages containing a full-sized package of each product were given away in two days, each accompanied by a talk upon the merits of the goods and the advantages of buying them. And none of the goods were regularly sold by the store at which the samples were distributed; the space was given because of the advantages the store hoped to derive from the redemption of the premium coupons.

Is there any reason why manufacturers of non-competing lines must be tied together by some coupon system before they can share the expense of a co-operative sampling campaign? If the premium company could afford to hire a man as "spieler," and send him to Scranton to carry out the arrangements and supervise the operation of the scheme, when the only pecuniary return is from the coupons which are never presented for redemption, could not a manufacturer afford to pay his share of the expense of doing the same thing for its own sake? If the department store which handled none of the goods represented was willing to give space to the scheme for the sake of possible new customers, would not a dealer who does handle

some of the goods be willing to give his space for the sake of probable sales? The main thing is the getting together.

The Association of National Advertising Managers is planning a co-operative window display bureau, which shall prepare and install and supervise window displays for any of its members who may care to avail themselves of it. The plan is quite likely to be put into effect, in spite of the fact that there are competitors galore among the members of the association. The question comes up again: Is it necessary to have some artificial and superficial alliance before business men can do anything for the common good? Must we be "members" of something before we can sit down to dinner with our competitors, or even talk freely among business men who are not competitors? There ought to be a suggestion for saving a good deal of waste energy in the scheme the premium concern is working successfully. It ought not be necessary for the candy manufacturer and the tobacco manufacturer to "join" something before they can help each other reach the same market without duplicating effort.

QUAKER OATS COMPANY INVESTIGATED

Investigation of an alleged attempt to obtain control of the oatmeal business of the United States has been started by the Federal grand jury at Chicago. Purchase of the Great Western Cereal Company by the Quaker Oats Company will be inquired into first. Robert Gordon, secretary of the Quaker Oats Company, and Daniel Peterkin, private secretary to Joy Morton, head of the Great Western Company, have been ordered to appear before the grand jury. A number of other employees have been subpoenaed to tell of the transaction. It is charged that virtual control of the oatmeal business resulted from the transaction.

The price paid by the Quaker Oats Company for the cereal company was \$1,000,000. The cereal company had factories at Peoria, Ill., and Fort Dodge, Iowa. Shortly after the purchase the plants were closed and the company went into the hands of a receiver. The Quaker Oats Company last October declared a dividend of \$2,500,000, or five per cent on its capital stock. In addition, it is said to have in its treasury accrued profits of \$2,500,000.—N. Y. Journal of Commerce.

THE ANNUAL REVIEW NUMBER

OF

PRINTERS' INK

will go to press JANUARY 17th

To every publisher and advertising agent with a real message that will appeal to national advertisers, this issue offers a splendid opportunity.

The various editorial features that will make this issue so helpful to buyers of national advertising, will insure its value as an advertising medium.

Note: The new rates for advertising go into effect February first.

On contracts for six or more pages received before February first, the old rates may be retained for another year, **PROVIDING FIRST COPY APPEARS IN ONE OF THE JANUARY ISSUES.**

The **ANNUAL REVIEW NUMBER** is a good starter. Remember the closing date,

January 17th

MAKING THE CATALOGUE PAY

LOOSE-LEAF SYSTEMS FOR INTERESTED CUSTOMERS ONLY—IF A MAN CAN WRITE FOR INFORMATION MORE EASILY, HE IS NOT LIKELY TO KEEP THE CATALOGUE UP TO DATE—MUST FIGURE CAREFULLY THE ITEM OF EXPENSE

IX

The greatest drawback to the loose-leaf catalogue is the fact that its effectiveness depends to a greater or less extent upon the degree of interest in the goods which is felt by the recipient. A loose-leaf catalogue is not automatic; it must be kept up to date by somebody or it is worse than useless. A salesman will spend a good deal of time filing sheets of corrections in his "decision book," because a good deal is at stake and he knows it. His interest is first-hand interest, and it is very keen because a mistake is practically certain to cost him something. But the corner hardware dealer receives the new sheets for his big catalogue with a disinterested air, and if he doesn't happen to be busy at the moment "files" them just inside the front cover of the binder, where they will drop out on the floor the first time the book is moved. His interest is too remote to remove from the binder the sheets which have been superseded, and as a consequence nobody ever knows whether a quotation is accurate until he has consulted the book itself and then pawed through a miscellaneous collection of dusty sheets to see if any of them referred to the item he is concerned with. A loose-leaf catalogue which is allowed to get out of date becomes instantly an object of suspicion, because everybody knows it is *likely* to be inaccurate.

It is foolish to expect a man who is in the market perhaps once or twice a year to spend time bringing a catalogue up to date. Exactly that point is emphasized by W. A. Keirn, of the Mesta Machine Company, makers of en-

gines and heavy machinery, Pittsburgh, Pa. "We do not approve of the binder method of caring for catalogue issues" says Mr. Keirn. "Perhaps the writer is prejudiced against the binder plan, because of having had about seven years' experience as purchasing agent with this company, during which time I never kept the various binders up to date. The principal reason for that was lack of time, and the next reason the remoteness of their advantageous use, since it was so much easier to write for details of any feature when in the market."

It is almost always safe to assume that out of a number of possible acts a man will choose the one which looks easiest to him. It will take possibly ten minutes to dictate a letter of inquiry to include just the information desired. It is folly to expect the same man to spend an hour filing sheets in a binder, or even to expect him to instruct a clerk to do it.

A good deal depends, too, upon the class of people to whom the catalogue is sent. W. L. Clark, of the Moline Plow Co., Moline, Ill., writes: "The average implementation dealer is not a sufficiently good office man to do any filing in a binder." That is also true of the great majority of retailers. Department stores, of course, and some of the better specialty stores, have well-developed office organizations, and recognize the advantages of having data properly classified and brought down to date. But in the ordinary retail store where the proprietor sells goods on the floor and "tends to the business" over in the corner from a desk with a couple of spindle files, very little can be expected. The adding machine and account register people can tell us how little that class of storekeeper knows even about ordinary bookkeeping, and the idea of filing information for possible future use is beyond his horizon unless it is firmly bound in a book which looks too valuable to throw away. Some concerns which sell through retailers

and to whom it is important that the dealer have an accurate catalogue on hand, have the removal of old sheets and the insertion of new ones attended to by the salesman on his regular calls. It means extra work for the salesmen and it is work which they do not regard altogether with pleasure, but it is the only way the catalogue can be kept even approximately accurate for three months running.

The Berkey & Gay Furniture Company, Grand Rapids, require dealers to send the catalogue to the factory twice a year for revision. This is practicable only with very expensive catalogues in lines in which styles change regularly. Since the dealer must pay \$50 of his own money for the Berkey & Gay catalogue, he is, of course, sufficiently interested to go to the trouble of sending it in when requested.

Another system which is used to some extent is the combination of the catalogue and the house-organ. Supplements to the catalogue are issued every month, no matter how few changes there may be in the line, and what space is not needed for actual catalogue matter is filled with sales talks, etc., on the regulation house-organ order. It is believed that the regular receipt of these bulletins increases the probability of their being filed in the binder. The trouble with the system is, of course, that the result is of little value as a reference book without a comprehensive index, and there is no assurance that superseded issues will be discarded.

The foregoing applies almost exclusively to catalogues which are used over and over again, and which are kept on file for reference. When it comes to books which are sent out to induce a single purchase, such as machinery catalogues, automobile books, piano catalogues etc., the problem is simplified because it is not necessary to ask the recipient to do any filing of sheets. The proper combination can be assembled at the home office and sent once for all. The loose-leaf books, however, can never possess

From New Subscriptions

The foundation and framework of all established circulation is constructed.

We have no axes to grind, are controlled by no publishers. Our purpose is to build *new* circulation. Never mind whether you have reached the 2,000,000 mark or whether you have not reached the 2,000 mark. If your magazine has merit you need *new* subscriptions.

Rates, quotations, negotiations and correspondence of every kind whatsoever between ourselves and the respective publishers are held absolutely confidential. Do not confuse us with "clearing houses." We are *producers*.

Write, wire or call

The Magazine Circulation Company

(INCORPORATED)

333 S. Dearborn Street
CHICAGO

quite the attractive qualities of a bound book, owing to the presence of the clips or rings which hold the sheets in place, hence, the loose-leaf principle has not spread very widely among concerns whose product must make an artistic appeal. That means, of course, that a new book be printed every time the styles change, and when a model is dropped it must be so marked in the catalogue.

Lyon & Healy, manufacturers and distributors of pianos and musical instruments, Chicago, have solved the problem of keeping a piano catalogue up to date by means of a set of loose-leaf illustrations which are contained in a pocket on the inside back cover of the book. The text of the book deals with the quality of Lyon & Healy pianos, describes some of the manufacturing processes, and is illustrated with factory scenes. The various styles of instruments are illustrated on separate leaves of heavy paper, each backed with a cardboard easel so that any illustration can be placed in a natural, upright position on a desk or table. When a style of case is discarded, it necessitates no change in the catalogue whatever, for it means simply the elimination of the single illustration from the pocket in the back cover and since all descriptive matter about the individual instruments is on the backs of the sheets illustrating the instruments, the dropping of the illustration is all there is to it. The addition of a new style means simply the printing of a single new sheet.

The same idea has recently been applied to automobile catalogues, the various body designs being shown on loose sheets contained in a portfolio.

In some lines use is made of extra pages or inter-leaves to give confidential information to salesmen and avoid the necessity of printing a separate book for them. There are some lines, too, in which prices fluctuate frequently, or depend somewhat upon the quantity of goods actually in stock, and the salesmen peed to

know conditions. It is possible in such cases to provide the salesmen with catalogues in which every other leaf is a ruled sheet on which entries can be made in ink. The customer has the same catalogue without the ruled sheets, so that ease of reference is obtained, and the salesman can hardly fail to have all necessary information right before him.

It is not possible in limited space to do full justice to the loose-leaf catalogue proposition, for its variations are almost limitless. The Art Metal Construction Company, Jamestown, N. Y., writes:

Our catalogue illustrates the comprehensive line of stock goods—standard types of filing cabinets and office furniture—which we carry on hand in large quantities for immediate delivery. Our stock goods are widely distributed through branch offices, representatives and retail dealers throughout this country and abroad. Owing to the limited size of the book, we find that the information conveyed is in many instances inadequate. We, therefore, issue bulletins about twice a week to all salesmen and dealers covering points omitted from the catalogue. No attempt has been made to explain office systems. This feature of the business being left to the educational campaigns so vigorously conducted by makers of wooden filing devices.

The four booklets: "Banks," "Public Buildings," "Libraries," "Com. & Ins. Offices," merely illustrate a few typical installations of the "art metal" product. This work is built to order either from architects' designs or adapted from specifications. The designs, details and construction change with each contract, and therefore, it is a difficult matter to build a catalogue on work of this kind that will convey definite information. The idea of these four booklets is to convey an impression to the prospect of the variety and scope of the product and the class of service offered. We would be interested to learn if the desired result has been attained. Illustrating our built-to-order work has always been a vexing problem.

That is one of the variations—using the bulletin system to keep up with the never-ending changes of made-to-order work, and avoid suggesting that the goods are all of a sameness.

There are mechanical problems in connection with the loose-leaf system which must be considered, though they do not fall strictly within the scope of these articles. Loose-leaf binders are expensive, as a rule—those that are not

are useless. C. D. Wheeler, of the publication department of the Fort Wayne Electric Works, Ft. Wayne, Ind., says:

"There is only one drawback to this method that we have found, and that is the binder itself. It is a difficult matter with a binder to remove a section in the center of the set and insert a new one. There are, of course, ring binders and other systems which make this much easier, but all such methods are too expensive. If anyone can bring out a loose-leaf binder with all the advantages of a ring binder without its disadvantages in thickness and price, there is a fortune awaiting him."

It is not at all infrequent to find binders which cost three and four times as much as their entire contents, and it is not worth while to make that expenditure unless it is pretty certain that the recipient is going to keep the outfit up to date.

RANK OF ADVERTISERS USING MAGAZINE SPACE

SURVEY ASSOCIATES, INC.
The Survey (Weekly)
The Russell Sage Foundation
Publications

Editor of PRINTERS' INK:

Can you, without too much trouble, give me a list of the fifty (or if this is too much, say twenty-five) largest advertisers of manufactured goods during the year 1912? I mean the largest as measured by amount of space used in first-class periodicals. I presume that you have some such list at hand and that I am not asking you to do a lot of work on it.

ARTHUR P. KELLOGG,
Secretary.

The publisher of almost any first class periodical has on file such a list as Mr. Kellogg wants. One of these, who tabulates the amount of space used weekly and monthly by national advertisers in thirty-one publications of national scope, submits the following, arranged according to number of age lines used:

Goodyear Tire & Rubber Co.
American Cereal Co. (Quaker Oats).
Procter & Gamble.
Willis-Overland Co.
Colgate & Co.
Eastman Kodak Co.
Kellogg Toasted Corn Flake Co.
National Biscuit Co.

The Old Groceryman

ROE FULKERSON

Being, as the author says, "a string of philosophic frankfurters"—printed first of all in *Kellogg's Square Dealer, now done into a book, as Fra Elbertus puts it.

It's great stuff. You can read it through in an hour, but you can't forget it in a year.

We printed the book for Christmas distribution. There are a few hundred copies left and we offer them while they last for 25 cents each, postpaid.

ADVERTISING DEPARTMENT

Kellogg Toasted Corn Flake Co.

BATTLE CREEK, MICH.

*Kellogg's Square Dealer is "a monthly message of good cheer from the home of the Sweetheart of the Corn." We send it free to those who sell our goods. To others it is 50 cents a year.

A good advertising medium is built of two elements—editorial influence and the readers' confidence. The former must exist if the latter is to be had.

PHYSICAL CULTURE

owes its existence and steady growth to the personality of its editorial columns.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

Quality Circulation Brings Returns



Your trade-marks are the all-important cog wheel between you and millions of consumers you are trying to sell. Can you keep it in place?

If Your Trade Mark

is used by another, liken it to a cog wheel out of mesh. Are you spending money in advertising and sales promotion to give power to a cog wheel with broken teeth? It is your business to drive the cog. It is our business to protect it.

FREE Copy of U. S. Law and the Trade-Mark News

Write today on your business stationery and we will send the U. S. Trade-Mark Registration Law, a copy of the Trade-Mark News, containing up-to-date information for advertisers and trade-mark owners.

TRADE-MARK TITLE CO.

222 Physician's Defense Bldg.

FORT WAYNE, INDIANA

"Marks of Trade That Stand for Grade."



Cream of Wheat Co.
Postum Cereal Co.
Victor Talking Machine Co.
Joseph Campbell Co.
American Tobacco Co.
American Tel. & Tel. Co.
Columbia Phonograph Co.
Coca-Cola Co.
International Silver Co.
National Cloak & Suit Co.
Natural Food Co. (Shredded Wheat).
N. K. Fairbank Co.
J. B. Williams Co.
National Cash Register Co.
H. J. Heinz Co.
General Electric Co.
Sherwin-Williams Co.

The Goodyear Tire and Rubber Company, according to the report, has used upwards of 130,000 lines in twelve magazines during the past year. The Postum Cereal Company, using twenty-six magazines, bought 62,000 lines or thereabouts. The smallest user of space in the list of twenty-five, the Sherwin-Williams Company, used 13,000 lines in twelve magazines. Some advertisers may have used magazines not listed in the thirty-one, but it is probable that the relation in the table would be the same if other magazines were added.

No attempt is made to show the extent of advertising appropriations in this table. The comparison is for magazines only, in terms of agate lines. Colgate & Company, ranking fifth, bought approximately fifty-seven colored magazine covers in 1912, at a cost far above the cost of fifty-seven of the Goodyear Company's ordinary pages. This probably means that Colgate spent more in the magazines than did Goodyear. Because an advertiser used the biggest number of lines it does not follow that his advertising cost the most.

Any estimate of total appropriations would have to include other media, such as newspapers, outdoor signs, street-cars, etc., and such a computation would be difficult to make indeed.—[Ed. of PRINTERS' INK.]

The Pittsburgh Gazette Times and Pittsburgh Chronicle Telegraph announce that after January 1 they will be represented in the Eastern foreign advertising territory by J. C. Wilberding, 225 Fifth avenue, New York, and in the Western territory by the John M. Branham Co., Mallery Building, Chicago.

ARTICLES ON INSURANCE CAMPAIGNS

NORTH AMERICAN LIFE INSURANCE
COMPANY OF CHICAGO

Ft. Scott, Kan., Dec. 17, 1912.

Editor of PRINTERS' INK:

Several years ago, while in the banking business, I wrote you regarding advertising campaigns for banks and received a number of back copies containing some very valuable ideas along that line. I am now in the life insurance business and would like to know if you have ever featured a publicity campaign for "old line" life insurance? If you have, I would like to receive the back copies containing these features. Please send them by mail or express, with bill for same.

If your magazine has enough articles on the selling of "old line" insurance to be of service to me, I will be glad to enter my subscription.

JOHN H. PRICHARD.

PRINTERS' INK has touched upon the selling and advertising methods of insurance in various articles. The following articles, however, dealt exclusively with insurance campaigns:

"Insurance Barnacles" (Advertising and Insurance Business). June 23, 1910, page 63.

"Selling Life Insurance to Farmers by Mail" (Northwestern Nat. Life Ins.). July 7, 1910, page 12.

"Life Insurance Advertising and Selling," by S. Anderson. December 22, 1910, page 52.

"New Angle on Life Insurance," by G. D. Crain, Jr. June 22, 1911, page 60.

"Magazines Double Business for Postal Life," by C. W. Hurd. January 11, 1912, page 20.

"Small Ads Fertilize Insurance Field," by L. Griswold. January 18, 1912, page 96.

"Localized Insurance Advertising" (Editorial). February 15, 1912.

CANADIAN MOTOR CORPORATION PLANNED

A newcomer in the Canadian field is predicted with the formation of a \$500,000 corporation to be known as the Royal Motor Car Company. It is being organized at London, Ontario, and a charter has been applied for under the Dominion Government. The manufacture of touring cars, trucks, roadsters and light delivery cars is contemplated.

R. T. Heed has joined the business developing department of the Nelson Chesman Agency, St. Louis, coming from the Hummert Advertising Company.

George R. Baker, a former Scripps-McRae league man, is advertising representative of the St. Louis *Weekly Globe-Democrat* and Pearce's farm weeklies.

Any advertiser seeking information about the circulation of THE CHICAGO RECORD-HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.

Representative Wanted

to cover Pennsylvania, Southern New Jersey, Delaware, Maryland and Southern States, for a trade journal, the leader of its class, carrying an average of 140 pages of advertising an issue.

To a brilliant advertising representative this offers an opportunity to develop a large and permanent income.

Write, stating your qualifications, age, income you have developed, etc., "M. S.," Box 39, PRINTERS' INK, 12 West 31st St., New York.

The Little Schoolmaster's Classroom

Don't carry any foolish advertising on your sales-slips, your letterhead or other printed matter. A popular-priced store carries on certain of its receipts and slips, "Goods not called for in thirty days will be returned to stock; money will not be refunded." This is equivalent to saying that the store will do a dishonest thing that no court of law would allow it to do—that is, to keep both the goods and the money the customer has paid. What a nice thought to put into the mind of the public.

"We do not compromise failures" is displayed frequently on the pages of the catalogue of a jobbing concern doing business largely by the mail-order plan. Why, in the selling end of the business, discuss what will be done if the buyer should fail, and emphasize that this particular jobber will insist on having every dollar due him?

* * *

A reader submits a circular to the Schoolmaster for an opinion of its value and appears to think that useless questions were asked when he was invited to tell how the circular was used, where used, etc. "In actual selling work and all over the world," is his terse reply. No information as to whether it was handed out or sent through the mails, whether it was posted up or distributed so as to be read while held in the hand, no data as to how his list was made up, if he used a mailing list. It ought not to be so but it still appears to be necessary to tell people that worth while opinions cannot be passed on advertising matter without such complete details. Here is a recent Pittsburgh news item of interest to those who long to see more independence between newspapers and theatres:

Local daily newspaper publishers, wearying of what they call the theatre pass "graft," issued an edict to-day

abolishing passes, by agreement with the managers of city theatres.

Within the last year or two wealthy advertisers have been insisting upon their theatre perquisites to the extreme point of refusing to insert advertisements unless they received free tickets. The custom was started by a resourceful advertising manager a few years ago, who gave a theatre box to every advertiser who took a page. To-night an agreement went into effect by which the papers will buy seats for their critics, and theatres will pay for all "reading notices," excepting the Monday morning criticisms and the Sunday reviews, which will be classified as news.

It is to be hoped that the new arrangement will leave the Pittsburgh papers at liberty to say that a show is vile when it is vile. It is not conducive to high ideals of journalism to read, week after week, the stale slush that one may find in a great many newspapers about shows that deserve no word of praise, to say the least. What a fine thing it would be if every newspaper would pay its own way and thus be in a position to say what should be said about the attractions, distractions, and detractions of the theatres.

* * *

Says Mr. Charles J. Shearer, formerly of Bloomingdale's, New York:

"The idea of being strictly truthful in advertising is not altogether new. Isaac H. Clothier, of Strawbridge & Clothier, Philadelphia, was the most earnest advocate of strict truthfulness in advertisements that I have ever known. He censored all the proofs of the Strawbridge & Clothier advertisements with the severity of a Balkan war news autocrat. For instance, a really important purchase and sale of silks at his store would have been announced about as follows:

"We are pleased to announce that through a very fortunate trade circumstance we are enabled to offer our friends and patrons a choice collection of about five

hundred yards of superior black taffeta silks, conservatively valued at \$1.25 a yard, at the remarkably low figure of \$1.05.

"This advertisement would have appeared in modest, retiring type. In marked contradistinction would have been the advertisement of a similar purchase and sale for the store I advertised for several years in Baltimore. There the boss would have insisted on something like the following in circus poster type:

"A gigantic, a colossal, an unprecedented purchase and sale of ten thousand yards of beautiful, rich, sumptuous, magnificent rustling black taffeta silks at 33 cents on the dollar. A purchase of such magnitude, of such heroic proportions, of such breath-taking immensity, should not be attempted by any other store in the country. But we, backed by abundant cash, by never-failing nerve, by the absolute, positive knowledge of the abiding faith of the people of Baltimore in this wonderful, this monumental store, are never afraid of quantities, however magnitudinous, when it means that we can give you \$2.50 goods for \$1.50."

"The Philadelphia store is still doing a land-office business. The Baltimore store has passed into the hands of a syndicate."

* * *

Something that has puzzled the Schoolmaster for a long time is now made clear. What makes a shoe or a suit of clothes "snappy"? A big shoe concern answers the question in its new booklet. "We call this shoe 'The Turtle' because it is so snappy." Do you crawl to this? This same manufacturer makes "Doggy shoes for young men and young old men." "Doggy," a young friend explains, means that the shoes are in the bulldog style. If these "Doggies" make a hit with men, why wouldn't "Catties" do likewise with women? Here is a suggestion to the enterprising shoe manufacturer who has afondness for clever things:

TRY A PAIR OF CATS

Dear Ladies, stop punishing your feet. Don't wear clumsy-looking or cold shoes; they may make an old maid of you.

Catty Shoes are the real felines. They make you walk softly. They make you feel kittenish. You will never yowl for your money back if you wear Catties; you will purr contentedly.

House Organ Service

A well aimed house organ efficiencies your advertising. I have some remarkable records of results on this point. My consulting, contributing or editorial service will save you time, trouble and expense. My

Travelling Loan Collection

includes practically every House Organ published. It is available at your office for a moderate fee.

C. R. Lippmann

Sales Writer and Consultant

37 East 28th St., New York

ADVERTISING CIRCULATION—

Exceptionally high-grade men of successful records to represent in their city a national publication devoted exclusively to lawyers. Address, with references, Advertising Manager.

Lawyers' Monthly Magazine
1127 World Bldg., New York City

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

MORE ADVERTISING

is the slogan of every live Trade Journal publisher.

If your Trade Journal needs building up and you are willing to pay fair salary to young man who can take the job off your hands and make a success of it **WRITE TO ME.**

I am a successful solicitor in my present position but desire a change. Prefer to remain in New York City. "A. M." Box 38, care Printers' Ink.

Millions From Tobacco and Sugar Beets

The growers are bringing in their tobacco crops at Janesville, Wisconsin, the field of the Janesville Daily Gazette. Tobacco warehouses are opening, employing hundreds of hands. The highest prices in the history of tobacco are being paid to the growers. The sugar beet crop is well in the hands of the manufacturer and millions of ready cash are being placed in circulation and will be during the next few months in this richest territory of the great North-West.

Ask about our co-operation.

The Janesville Daily Gazette, Janesville, Wis.
M. C. Watson, Eastern Representative
Flatiron Bldg., New York City, N. Y.
A. W. Allen, Western Representative
1502 Tribune Bldg., Chicago, Ill.

Did You in 1893 or 1894

Take Life Insurance for \$10,000 (or more) dividends deferred in any American company on which premiums to date are paid? If yes, I have interesting and profitable information.

J. A. STEELE, 430 W. 118th St., NEW YORK

GERMAN NEWSPAPER ALLIANCE, Inc.

45 West 34th St.
NEW YORK
Phone 3190 Greeley

Over 500 Papers and Magazines
Over 14,000,000 Readers

A. J. MEISTER, Pres. B. LIEBENSTEIN, Vice-Pres.

AUXILIARIES TO PUBLICITY CAMPAIGNS

W. A. ANDERSON & CO.
81-83 FULTON ST. NEW YORK

DESIGNERS-IMPORTERS-MANUFACTURERS
OF
ADVERTISING SPECIALTIES

It is often annoying to the advertising man to have his copy reviewed by various critics, but the shopman, the engineer, or some other such critic, is often able to offer a really valuable criticism. A very fine sketch had been made up for a national advertiser. It showed a civil engineer bending over his transit and signaling to a rodman down the valley. The rodman, instead of standing immediately behind the rod, with the lower end between his feet, and using both hands to aid him in holding the rod vertically, was holding it off at arm's length with one hand. The picture was supposed to draw the attention of men interested in engineering work, but the attitude of the rodman was so contrary to common practice that everyone with a little knowledge of engineering matters would have instantly seized on that erroneous detail and the effect of the advertisement would have been largely lost. This detail was lost on the advertising man but was caught by an engineer the moment he looked at the sketch.

PRICE MAINTENANCE UPHELD BY CALIFORNIA SUPREME COURT

The Supreme Court of California, in deciding the case of D. Ghirardelli Company vs. Jeremiah E. Hunsicker and Fritz Ernst, December 16, upheld the right of a manufacturer to fix the resale price on his unpatented goods by means of a label on the case. The defendants had cut the retail price on ground chocolate of the plaintiff's manufacture, and the Superior Court granted an injunction in May, 1911. The defense contended that since the goods were sold to jobbers and then to retailers, the Ghirardelli Company parted with title to them and could not force a retailer to maintain the price when he bought the goods from a jobber and not directly from the maker.

In deciding this point the court said: "If the goods in the hands of the wholesaler or jobber, who had purchased directly from the plaintiff, were subject to the conditions we have specified, including the stipulation that if he sold them at wholesale he would do so subject to the same conditions, the situation presented by the complaint is in all respects substantially the same as if defendants had purchased directly from plaintiff upon the same terms and conditions as the jobber or wholesale purchaser."

CONVENTION OF GROCERY TRADE PAPERS

Plans for the annual convention of the Grocery and Allied Trade Press Association, to be held in New York City in January, 1913, have been announced. The sessions will begin January 27 and will conclude with a banquet on January 29 at the new Hotel McAlpin.

Speakers at the business sessions will include John W. Lux and John A. Green, president and secretary, respectively, of the National Association of Retail Grocers; H. M. Swetland, president of the Federation of Trade Press Associations; E. R. Shaw, chairman of the postal committee of the Federation of Trade Press Associations; J. George Frederick; Leroy Fairman; L. E. Olwell, advertising manager of the National Cash Register Company, Dayton O.; Fred Mason and Truman A. De Weese, of the Shredded Wheat Company, Niagara Falls, N. Y., and Frank Leroy Blanchard.

The speakers and the subjects on which they will speak will be as follows: Alfred W. McCann, chairman of the Vigilance Committee of the Advertising Men's League, on "Honest Advertising"; Richard H. Waldo, advertising manager of *Good Housekeeping Magazine*, on "Getting the Money"; John Clyde Oswald, editor of the *American Printer*, on "Fine Feathers," and Clowry Chapman, counsel for the Advertising Men's League, on "Without Wax."

Ten-minute addresses will be made at the business sessions by the following members of the association: F. N. Barrett, editor of the *American Grocer*, New York; George G. Small, editor of the *Ideal Grocer*, New York; Norman H. Johnson, editor of the *Merchants' Journal of Commerce*, Lynchburg, Va.; A. C. Barker, editor of the *New England Grocer*, Boston, Mass.; George J. Schulte, editor of the *Interstate Grocer*, St. Louis, Mo.; O. F. Byxbee, publisher of the *Inland Storekeeper*, Chicago, Ill.; A. G. Ham-brook, editor of the *Illinois Retail Merchants' Journal*, Chicago, Ill.; Joseph J. Vigneau, editor of the *General Store*, Pittsburgh, Pa., and Frank Farrington, editor of the *Inland Storekeeper*, Chicago, Ill.

NEW "SPOTLESS TOWN" SERIES

An extensive advertising campaign is being planned for Enoch Morgan's Sons Co. The copy, some of which has appeared, will revive the famous "Spotless Town" series. In addition to the street car advertising, which deals entertainingly with high-cost-of-living problems in "Spotless Town," the concern's advertising department is to put out a new series of ads for the magazines, the first of which will appear in March.

The 1913 advertising of the American Sheet and Tin Plate Co., Pittsburgh, will be handled by the Hill & Tryon Agency. H. V. Jamison is the advertising manager.



That Post Rooster

Just can't resist getting in another crow about the

BIG GAINS

made in advertising up to Dec. 1—in

The Pittsburgh Post

(Every Morning and Sunday)

There must always be a top-notch in every field. In the great Pittsburgh field THE POST is a top-notch advertiser's value because there is no waste circulation and best results are assured.

EMIL M. SCHOLZ, General Manager.
Cone, Lorenzen & Woodman,
Foreign Representatives,
New York. Chicago.

Edw-Edz

Celluloid

Use these Guides
Tipped with Celluloid

Don't crack, curl, fray or require additional filing space. Always clean. Don't show finger-marks. All colors—plain or printed as desired. Only Tip in one piece. All sizes. Write for Samples.

STANDARD INDEX CARD CO., 701-708 Arch St., Philadelphia

INLAND ADVERTISING AGENCY

C. L. Watson, President

Complete selling plans, newspaper and magazine advertising. High class catalogues and booklets. Let us submit you some good ideas.

501 McCORMICK BLDG., CHICAGO.



"FIRST HANDS" IN PREMIUMS!

All the sources of supply for quality merchandise used for premium purposes. Likewise advertising specialties and souvenirs. Free "Buyers' Information Service" to subscribers. THE ROYALTY NEWS, 213 S. Market St., Chicago; 126 big pages; illustrated; \$2 year; 30c copy, mail or news-stands. No free copies.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

Manufacturers or Sales Managers having varied "reasons" for NOT advertising—are invited to throw the burden of proof on our shoulders. If we cannot "show you", no harm or expense has been incurred by you. As a first step, write on letterhead for Portfolio of Proofs.

HB

HELLER-BARNHAM, Essex Bldg., Newark, N. J.

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

FOR QUICK RESULTS USE the DENVER WEEKLY POST. Guaranteed paid circulation over 110,000, growing all the time, delivered by Uncle Sam—No street or newsstand sales. The largest circulation of any newspaper published between the Missouri River and the Pacific Coast. Classified ads 3c a word (black face caps count double). Display advertising rate 25c per line, \$3.50 per inch flat. Sample copy and circulation by states sent on request.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

AD. WRITERS

SALES LETTERS full of snap and ginger, yet not forgetting they have a mission. Three for \$25.00. **ALFRED WONFER**, 31 Clinton Street, Newark, N. J.

CANADIAN REPRESENTATIVE

BUSINESS MAN, thoroughly familiar with Canadian Trade and conditions, with competent selling staff would be pleased to correspond with American Houses looking for representation in Canada. Bank and Dun's references. **F. L. BURTON**, 461 Avenue Road, Toronto.

COIN CARDS

\$2.60 per 1,000. For 6 coins, \$3.00, any printing. **DODD PRINTING CO.**, Fort Madison, Ia.

WINTHROP COIN CARDS. Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS** (Dept. C.) General Printers and Binders, 141 E. 25th St., New York.

HELP WANTED

ADVERTISING AND SALES MANAGER. Must be experienced in loose leaf accounting systems and good mail order man to issue house organ and sell by mail. Box 631, care of Printers' Ink.

WANTED—The services of a forceful writer, who can produce strong copy of the style used by Kodak, Bell Telephone, National Cash Register and a few others. When replying send samples of work. Box 634, care Printers' Ink.

ADVERTISING SOLICITOR wanted for western trade paper. He must be live, have ideas and be able to deliver the goods. Send details of your experience, references and salary expected. Address, Box 628, care of Printers' Ink.

MISCELLANEOUS

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 20c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.00, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 31st St., New York City.

POSITIONS WANTED

A. D. MANAGER'S ASSISTANT (N. Y. C.); Able to handle mechanical details, gather statistics, information, spare copy, aid in sales promotion. Experienced solicitor and detail man in agency. Box 635, care Printers' Ink.

OFFICE MANAGER (29) familiar advertising detail; experienced solicitor; capable correspondent; desires **INSIDE** connection with publication or commercial concern in or near N. Y. Box 630, care Printers' Ink.

SUPERINTENDENT—Printing or publishing plant—will change soon; prefer middle west. Capable executive, estimator and designer; some experience in advertising line. Might consider small investment. Salary \$35. Address, Box 629, care Printers' Ink.

ADVERTISING MAN seeks new position. Five years assistant to advertising manager of large automobile company, ten years in newspaper and printing business. Good correspondent, executive and follow-up man. Box 636, Printers' Ink.

Young Man (24). A1 clerk, desires a position as assistant to advertising manager. Student of I. C. S. advertising course. Good habits; willing to work. New England preferred. A good clerk and right hand man for some one. Box 633, care of Printers' Ink.

Good Man for Advertising Agent

Compositor, age 30, desires to layout and handle your work for the printer. Has had 12 years' experience as ad compositor on the best magazines and trade journals in New York. Now employed on large weekly. Best reference. Address, Box 626, care of Printers' Ink.

Advertising Art Director

who works entirely with the idea of making sales, wishes to change from present position with well-known agency. Selling goods through advertisements and printed matter has been his one big idea for nearly ten years. He is a creator, a producer and blazes his own trail. His experience has been with prominent newspapers, engravers, printers and agencies. If you are interested in having a man in your organization who makes good, address Box 626, care of Printers' Ink.

AN ADVERTISER OF WIDE EXPERIENCE

possessing a broad, thorough, practical working knowledge of printing, now advertising manager and sales director for a large department store in New England, will be married in the near future and has an excellent reason for wishing to change. Correspondence is invited from progressive merchants and manufacturers who seek the services of a man able to think deep, conceive, originate and direct and see beneath the surface. This man will give his future opportunities, the possibility of becoming an important factor in your business, far more consideration than his first year's salary. Address, PILGRIM, Box 627, care Printers' Ink.

I Can Sell White Space

intelligently, and have sold a lot of it the past six years on Farm publication and newspaper in keenest competition with "top notchers." Possess the natural requisites for handling men and my accounts grow. 29 years of age, married, good personality and life. Desire connection with Class or Farm publication in Eastern or Central section with a firm which will recognize my ability to sell and build business—and pay for it. I can produce and my batting average is healthy. Will not consider any commission proposition or "trials." Will give you all the opportunities you wish to know me and the character of my work, then talk business. "PHILIP," Box 632, Printers' Ink.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Coin Cards. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. THE WINTHROP PRESS, 141 E. 25th St., N. Y.

PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York.

PRINTERS' INK BINDERS

AT COST TO US

75c. Each

Post Paid

STRONG, CONVENIENT, SIMPLE

PRINTERS' INK PUB. CO.,
12 W. 31st St., New York

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent **PRINTERS' INK** a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by **Printers' Ink Publishing Company** who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1911, 26,577. Best advertising medium in Alabama.

Montgomery, Advertiser, net av. year 1911, Dy. 17,669; Sun., 22,235. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

ARIZONA

Phoenix, Gazette. Average Nov., 1912, 6,238 daily. A. A. A. ex. regularly.

CALIFORNIA

San Diego Union. Sworn circulation, Nov., 1912, Daily, 11,631; Sunday only, 16,016.



San Francisco Examiner. Net paid circulation for 13 months ending Dec. 31, 1911; Average, Daily and Sunday, net paid circulation 108,123; distribution, 109,752. Average, Daily only, net paid, 97,827; average distribution, 99,394. Average, Sunday only, net paid, 179,817; average distribution, 181,816.



CONNECTICUT

Meriden, Journal, evening. Actual average for 1910, 7,801; 1911, 7,892.

Meriden, Morning Record. Daily av.: 1909, 7,709; 1910, 7,893; 1911, 8,038.

New Haven, Evening Register, daily. Aver. for 1911 (sworn) 19,184 daily, 2c.; Sunday, 15,108, 5c.

New London, Day Evening, 1911, 7,141. First 9 mo. 1912, 7,445. Double all other local papers.

Norwalk, Evening Hour. Average circulation 1911, 3,645. Carries half page of wants.

Waterbury, Republican. Examined by A. A. A. regularly. 1911, Daily, 7,516; Sunday, 7,859.

DISTRICT OF COLUMBIA

Washington, Star, Evening and Sunday. Average daily 4 mos. '12, 64,164 (©©). Carrier delivery.

ILLINOIS

Chicago, Polish Daily News (Dziennik Chica-goski). November daily average, 19,250.

Joliet, Herald, evening and Sunday morning. Aver. year ending Dec. 31, 1911, 9,114.

Peoria, Evening Star. Circulation for 1911, 41,140.



Chicago Examiner, average 1911, Sunday 641,623, Daily 216,698, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago Examiner is guaranteed by the **Printers' Ink Publishing Company**, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



INDIANA

South Bend, Tribune. Sworn average Oct., 1912, 12,702. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye. Average 1911, daily, 9,426; Sunday, 10,381. "All paid in advance."

Des Moines, Register & Leader (av. '11), 35,263. **Evening Tribune**, 30,316 (same ownership). Combined circulation 65,679—35% larger than any other Iowa paper. Supreme in want ad field.

Washington, Eve. Journal. Only daily in county. 1,956 subscribers. All good people.

Waterloo, Evening Courier, 5th year; Av. dy. 6 mos. to July 1, '12, 8,731. Waterloo pop., 29,000.

KENTUCKY

Louisville, Courier-Journal. Average 1911, daily and Sunday, 23,911.

Louisville, The Times, evening daily, average for 1911 net paid 47,956.

LOUISIANA

New Orleans, Item, 1st 6mo. 1912, daily ave. net, 43,870. Sun. ave. net, 45,744. A. A. A. examination.

MAINE

Augusta, Kennebec Journal, daily average 1911, 9,872. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1911, daily 10,444.

Portland, Evening Express. Average for 1911, daily 17,638. Sunday Telegram, 12,018.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1911, 79,626. For Nov., 1912, 81,631.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company 'who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1911, 186,614—Dec. av., 187,178.

Sunday 1911, 325,147—Dec. av., 324,476. Advertising Totals: 1911, 8,376,061 lines Gain, 1911, 447,983 lines

3,227,821 lines more than any other Boston paper published. Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.



Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad. Boston, *Daily Post*. November circulation averages of *The Boston Post: Daily Post*, 417,817; *Sunday Post*, 320,149.

Boston, *Herald* and *Traveler-Herald*, all-day circulation over 200,000. A great quality newspaper in the morning and concentrated local and suburban circulation in evening.

Lawrence, *Telegram*, evening, 1911 av. 8,408. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1909, 16,639; 1910, 16,662; 1911, 16,987. Two cents. Lynn's family paper. Covers field thoroughly. Salem, *Evening News*. Actual daily average for 1911, 18,571.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Guaranteed circulation 80,000.

Jackson, *Patriot*, Aver. year, 1911, daily 10,368; Sunday, 11,218. Greatest circulation.

MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,887.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec, 31, 1911, 103,728.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*. Every evening and Sunday (©). In 1911 average daily circulation, evening, 78,119. In 1911 average Sunday circulation, 82,308. Daily average circulation for Nov., 1912, evening only, 84,979. Average Sunday circulation for Nov., 1912, 86,169.

CIRCULATION Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of *daily Tribune* for year ended Dec. 31, 1911, 93,886. Average circulation of *Sunday Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; *Sunday Tribune*, 109,313.

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1911, 133,829.

NEW JERSEY

Camden, *Daily Courier*, covers Southern New Jersey. 10,410 daily average 1st 9 mos. 1912.

Camden, *Post-Telegram*. 10,415 daily average 1911. Camden's oldest daily.

Paterson, *Evening Times*. 1c—'07, 20,370; '08, 21,326; 2c—'09, 19,062; '10, 19,238; '11, 20,115.

NEW YORK

Albany, *Evening Journal*. Daily average for 1911, 19,361. It's the leading paper.

The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

Buffalo, *Courier*, morn. Ave., 1911, Sunday, 97,764; daily, 80,268; *Enquirer*, evening, 33,891.

Buffalo, *Evening News*. Daily average, 1912, 10 months, 99,200.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1911, 6,337.

NEW YORK CITY

The *Globe*. Largest high-class evening circulation. Counts only papers sold for cash. Net cash daily average, Oct. 1st, 1911, to Sept. 30th, 1912, 137,713. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, *Gazette*, daily. A. N. Liecty. Actual Average for 1911, 20,817. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, *Union Star*, 75¢ "home" cir. eve. Sp. features: Autos, Sports, Women's, Fin., Fra. Utica, *National Electrical Contractor*, mo. Average for 1911, 2,825.

NORTH CAROLINA

Winston-Salem, *Daily Sentinel* (e), av. Oct., '12, 4,072. *Semi-Weekly Sentinel*, av. Oct., '12, 6,224.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1911: Daily, 98,129; Sunday, 125,191. For Nov., 1912, 108,886 daily; Sunday, 140,388. Youngstown, *Vindicator*. D'y av., '11, 16,422. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, *Times*, daily. 22,139 average, Nov., 1912. A larger guaranteed paid circulation than all other Erie papers combined: E. Katz, Special Agt., N.Y.

Philadelphia. The *Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Nov., 1912, 93,261; the *Sunday Press*, 176,787.

Washington, *Reformer and Observer*, circulation average 1911, 12,823.

West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1911, 16,849. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.



Wilkes-Barre, Times-Leader, eve., net, sworn, 18,558, 9 mo. to Sept. 1, '12. A. A. A. examination.
Williamsport, Daily Sun and News. Average for November, 18,946.
York, Dispatch and Daily. Average for 1911, 18,527. Covers its territory.

RHODE ISLAND

Pawtucket Evening Times. Average circulation for 1911, 20,297—sworn.

Providence, Daily Journal. Average for 1911, 23,067 (C). Sunday, 32,688 (C). **Evening Bulletin**, 60,486 average 1911.

Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 6,445.

SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual daily average 1911, 8,239.

Columbia, State. Acta' average for twelve months ending June 30, 1912, daily 17,970; Sunday, 18,525. August, 1912, average, daily, 20,986; Sunday, 20,956.

VERMONT

Barre, Times, daily. Only paper in city. Av. 1911, 5,754. Examined by A. A. A.
Burlington, Free Press. Examined by A. A. A. 8,958 net. Largest city and state.

VIRGINIA

Danville, The Bee (eve.). Av. Nov., 1912, 8,338. **The Register** (morn.), av. Nov., '12, 3,205.

WASHINGTON

Seattle, The Seattle Times (C) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1911 cir. of 64,005 daily, 83,746 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

Tacoma, Ledger. Average year 1911, daily, 19,001 Sunday, 27,238.
Tacoma, News. Average for year 1911, 19,210.

WISCONSIN

Fond Du Lac, Daily Commonwealth. Average 6 mo. ending Sept. 30, 1912, 4,063. Established over 40 years ago.

Janesville, Gazette. Daily average, Nov., 1912, daily 4,035; semi-weekly, 1,668.

Madison, State Journal, daily. Actual average circulation for year 1911, 7,917.

Milwaukee, The Evening Wisconsin, daily. Average daily circulation for first 6 mos. 1912, 46,104, an increase of over 4,000 daily average over 1911. *The Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy."

Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. **Chas. H. Eddy, Foreign Rep.**, 5024 Metropolitan Bldg., New York. **Eddy & Virtue**, 1054 Peoples' Gas Bldg., Chicago.

Racine (Wis.) Journal-News. Average Sept. 1912, circulation, 7,390. Av. 6 mo. 7,065.

MANITOBA, CAN.

Winnipeg, Der Nordwesten. Canada's National German weekly. Av. 1911, 22,025. Rates 56c. in.

ONTARIO, CAN.

Fort William, The North West. West city in Ontario. *Times Journal*, daily average, 1911, 3,525.

QUEBEC, CAN.

Montreal, La Patrie. Ave. year 1911, 46,952 daily; 65,897 weekly. Highest quality circulation.

SASKATCHEWAN, CANADA

Regina, The Leader. Ave. May, 1912, 11,685. Average 1st 5 months, 1912, 11,017. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

MERIDEN Morning Record. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

The Evening and Sunday Star, Washington, D. C. (C), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-Office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

The Chicago Examiner with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

The Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

The Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE Boston Globe, daily and Sunday, for the year 1911 printed a total of 496,600 paid want ads; a gain of 18,723 over 1910, and 340,556 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATION **THE Minneapolis Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Nov., '12, amounted to 204,821 lines. The number of individual advertisements published was 31,263.

Ink Pub. Co. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.





THE Minneapolis Journal, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents.



NEW YORK

THE Albany Evening Journal, Eastern N. Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is the best classified advertising medium in New York State outside of N. Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(GOLD MARK) Gold Mark Papers (GOLD MARK)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign —*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 30 cents per line per week. Two lines (the smallest advertisement accepted) cost \$31.20 for a full year, with 10 per cent discount, or \$28.08 if paid wholly in advance.

ALABAMA

The Mobile Register (). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Dy av. 1st 4 mos. '11, 64,154. (). Delivered to nearly every home.

ILLINOIS

Bakers' Helper (), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. **The Inland Printer**, Chicago (). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (). Best paper in city; read by best people.

MASSACHUSETTS

Boston, **American Wool and Cotton Reporter**. Recognized organ of the cotton and woolen industries of America ().

Boston **Evening Transcript** (), established 1830. The only gold mark daily in Boston. **Worcester L'Opinion Publique** (). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (). Only Gold Mark Paper in Minnesota. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (). IS THE advertising medium of Brooklyn.

Dry Goods Economist (), the recognized authority of the Dry Goods and Department Store trade.

Electrical World (), established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

Engineering Record (). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

Hardware Dealers' Magazine. Specimen copy mailed on request. 253 Broadway, N. Y.

New York Herald (). Whoever mentions America's leading newspapers mentions the **New York Herald** first.

The Evening Post (). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting **The Evening Post**."—*Printers' Ink*.

Scientific American (). has the largest circulation of any technical paper in the world.

The New York Times (). has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The Press (). is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Oct., 1912, sworn net average, Daily, 86,848; Sunday, 177,014.

THE PITTSBURG (GOLD MARK) DISPATCH (GOLD MARK)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (), only morning paper among 600,000 people.

TENNESSEE

The Memphis Commercial-Appeal (). is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 82,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The Seattle Times (). leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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Taylor Critchfield Co.

*Leading Advertising
and
Merchandising Agents
of America*

NEW YORK **CHICAGO** DETROIT

Share In Canada's Prosperity

This year will witness phenomenal growth in the business of the Dominion.

The question is—will you get *your* share of this increased business.

If you are doubtful about it, and would like to get a new "angle" upon *your Canadian market* and another viewpoint upon ways and means of strengthening your hold upon it, write us. Maybe we can tell you something.

J. J. GIBBONS Limited CANADIAN ADVERTISING

Sterling Bank Bldg. 119 West Wellington St. Coronation Bldg.
WINNIPEG, MAN. TORONTO, ONT. MONTREAL, QUE.

CANADA

Cable Address: "Gibjay," Toronto Code: A.B.C., 5th Edition

Partial List of Clients

Force
Vinolia
Santitas
Comfort Lye
Fry's Cocoa
Regal Shoes
Regal Lager
M. L. Paints
Acme Fences
Convivio Port
Comfort Soap
Packard Cars
Sunlight Soap
Empire Fences
Adanac Water
Hine's Brandy
Dodge Palleys
Lifeline Soap
Waverley Pens
Thermos Bottle
Rogers Cement
Wakefield Hats
Yestai Olive Oil
Vapo-Cesolene
National Apples
Renfrew Scales
Catesby Clothing
Business Systems
London Feathers
Reid's Neckwear
Sovereign Houses
National Mig. Co.
Polo Shoe Polish
Wire & Cable Co.
Belanger's Flows
Gale's Whitewear
Russell Motor Co.
Page Wire Fences
Crompton Corsets
A. K. Ames & Co.
Ontario Wind Mills
Oxford Underwear
Peerless Incubators
Sun Fire Insurance
B. D. V. Tobacco
Premier Separators
"Ideal" Metal Beds
Cockshutt Flow Co.
Barber-Kills Limited
Edwardsburg Starch
Manson Campbell Co.
White Horse Whisky
Ono Washing Powder
Coate's Plymouth Gin
Semi-Ready Clothing
C. H. Lepage Co., Ltd.
T. Pringle and Son Ltd.
Shawinigan Underwear
Bemy Martin's Brandy
Canada Life Assurance
"Crows" Corn Syrup
Black & White Whisky
Canada Cycle & Motor
National Cash Registers
Consolidated Optical Co.
Maxim Silks and Satins
Hudson Bay Knitting Co.
Underwood Typewriters
"Magi" Mineral Water
Paterson's Cough Drops
Pedlar People of Oshawa
Vicker's London Dry Gin
Aromac Office Specialties
Canadian Engines, Limited
Drummond Dairy Supplies
Abbey Effervescent Salt Co.
Imperial Wire and Cable Co.
Canadian General Electric Co.
Dominion Organs and Pianos
Shaw Correspondence Schools
Toronto Hydro Electric System
McCallum's Perfection Whiskey
Northern Elec. Rural Telephone

THE MONUMENT OF
SUCCESS

"GIBBONS Knows CANADA"